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# Major Retail Centers
in Standard Metropolitan Statistical Areas

# Montana




U.S. Department of Commerce
BUREAU OF THE CENSUS

RC77-C-27
Issued October 1979




# Major Retail Centers
in Standard Metropolitan Statistical Areas

# Montana

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ACKNOWLEDGMENTS—Many persons participated in the various activities of the 1977 Census of Retail Trade. Primary direction of the program was performed by **Shirley Kallek**, Associate Director for Economic Fields, and **Richard B. Quanrud**, Assistant Director for Economic and Agriculture Censuses.

This report was prepared in the Business Division under the general direction of **Tyler R. Sturdevant**, Chief. **Michael G. Farrell**, Assistant Chief for Census Programs, was responsible for overall planning and management of the Division's census programs; he also coordinated activities with other divisions.

Planning and implementing this report were under the direction of **Bobby E. Russell**, Chief, Retail Census Branch, with primary staff assistance by **Dennis P. Pike, Mark E. Wallace, Merrihew Scarborough, Don Overton, Scott Dillon**, and **John Vignali. Alvin H. Barten**, assisted by **Sidney O. Marcus**, coordinated activities, specifications, and procedures with the other economic censuses. Computer programs were developed under the general supervision of **Heyward D. Glisson**, Assistant Division Chief for Data Processing. **William C. Wester**, Chief, Census Programing Branch, assisted by **Andrew K. Nelson** and **Leonard S. Sammarco**, was primarily responsible for planning and implementing the programs.

Bureau delineation of major retail centers was conducted by the Field Division, **Richard Burt**, Chief, under the direction of **Darren Althouse**, Chief, Economic Surveys Branch, assisted by **John Guest.**

Forms design was performed in the Administrative Services Division, **Henry J. Husmann**, Chief. The entire staff of the Forms and Mail Management Branch made significant contributions in the planning, design, review, and composition of the forms.

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Clerical and data keying operations were performed in the Data Preparation Division at Jeffersonville, Ind., under the direction of **Don L. Adams**, Chief, assisted by **Rebecca Lamon** and **George Wilson.** Clerical supervision was provided by **Helen Swank.**

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This report is a retabulation of selected data from the 1977 Census of Retail Trade previously included in the Geographic Area Series (RC77-A) of reports. The many individuals who contributed to the planning, implementation, and review of the entire census thereby helped make this report possible.

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# 1977 CENSUS OF RETAIL TRADE

RC77-C
Changed January 1981

Major Retail Center Series

Final Report

## CHANGE SHEET

The partial table reproduced below contains a revision to a column titling error previously published. Rather than "Payroll first quarter 1977," the column should have been titled "Payroll first quarter 1972." States for which this correction applies are listed below the table.

### Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1972 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|

| | | | |
|---|---|---|---|
| Arizona | (RC77-C-3) | Montana | (RC77-C-27) |
| Delaware | (RC77-C-8) | Nebraska | (RC77-C-28) |
| Idaho | (RC77-C-13) | Nevada | (RC77-C-29) |
| Iowa | (RC77-C-16) | New Hampshire | (RC77-C-30) |
| Kansas | (RC77-C-17) | New Mexico | (RC77-C-32) |
| Maine | (RC77-C-20) | North Dakota | (RC77-C-35) |
| Maryland | (RC77-C-21) | Rhode Island | (RC77-C-40) |
| Massachusetts | (RC77-C-22) | Utah | (RC77-C-45) |
| Minnesota | (RC77-C-24) | Wisconsin | (RC77-C-49) |
| Mississippi | (RC77-C-25) | | |

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# WHAT IS IN THE TABLES

## Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

| SIC code | Kind of business | Standard metropolitan statistical area | City | Central business district | Major retail centers | | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | No. 2 | No. 3 | No. 4 | No. 5 |

## Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

## Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

## Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

## Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|

## Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

| SIC code | Kind of business | Percent change in sales, 1972 to 1977[1] | | |
|---|---|---|---|---|
| | | Central business district[2] | City | Standard metropolitan statistical area |

## Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

| SIC code | Kind of business | Central business district sales as percent of sales of– | | Percent distribution of sales | | |
|---|---|---|---|---|---|---|
| | | City | Standard metropolitan statistical area | Central business district | City | Standard metropolitan statistical area |

# AIDS TO TABLE USE

## DESCRIPTIONS OF MAJOR RETAIL CENTERS

The boundaries of each major retail center are described in appendix E. Descriptions begin with the north boundary and continue clockwise through all the boundaries.

## MAPS

The report includes a map of each standard metropolitan statistical area (SMSA) and of each central business district (CBD), showing CBD boundary streets, major roads, and census tracts. It also includes a map showing the location of each CBD, major retail center (MRC), and central city in the SMSA.

## DOLLAR VALUES

All dollar values presented in this report are expressed in current dollars (i.e., 1977 data are expressed in 1977 dollars and 1972 data are expressed in 1972 dollars).

## ABBREVIATIONS AND SYMBOLS

The following abbreviations and symbols are used in this publication:

| | |
|---|---|
| CBD | Central Business District. |
| (D) | Withheld to avoid disclosing data for individual companies. |
| MRC | Major Retail Center. |
| (NA) | Not available. |
| (NC) | Not comparable. |
| SIC | Standard Industrial Classification. |
| SMSA | Standard Metropolitan Statistical Area. |
| (X) | Not applicable. |
| — | Zero. |

# INTRODUCTION

HISTORY OF THE ECONOMIC CENSUSES . . . . . V
USES OF THE ECONOMIC CENSUSES. . . . . V
AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES. . . . V
CENSUS OF RETAIL TRADE . . . . . V
MAJOR RETAIL CENTERS . . . . . VI
CENSUS DISCLOSURE RULES . . . . . VII
GEOGRAPHIC AREAS COVERED . . . . . VII

## HISTORY OF THE ECONOMIC CENSUSES

The economic censuses are comprehensive and periodic canvasses of the Nation's industrial and business activities. Taken by the Census Bureau, a part of the U.S. Department of Commerce, the censuses provide a detailed statistical profile of a large segment of the national economy.

The first economic census of the United States was conducted as part of the 1810 decennial census, when inquiries on manufacturing were included with the census of population. All other decennial censuses through 1900, except in 1830, contained questions on manufacturing. In 1904 the quinquennial census of manufacturing began. It was conducted every fifth year until 1920 and every second year from 1921 to 1939. Although some distributive trade data were collected in the decennial census of 1840, the first census of business was taken in 1929. It covered only retail and wholesale trades, but beginning with the second business census in 1933 and in succeeding censuses various services also have been included. Business censuses were subsequently taken for 1935 and 1939 and after a wartime interruption were resumed in 1948. Beginning in 1954, and continuing in the censuses of 1958, 1963, 1967, and 1972, the business censuses have been conducted concurrently with the censuses of manufactures and mineral industries. Beginning with the 1967 censuses, Congress authorized the economic censuses to be taken at 5-year intervals covering years ending in "2" and "7".

## USES OF THE ECONOMIC CENSUSES

The economic censuses are the primary source of facts about the structure and functioning of the economy and, therefore, provide information essential for both government and business. The censuses furnish an important part of the framework for such composite measures as the national accounts. In forecasting and planning, they are especially useful in analyzing the national product in terms of the transactions that determine its size and composition. The economic censuses also provide weights and benchmarks for indexes of industrial production, productivity, and price, all of which are essential for understanding current economic developments.

Manufacturers and distributors make widespread use of the economic censuses in establishing measures of their potential markets by areas, kinds of businesses, and kinds of products. Management in various industries and trades get facts from them for use in economic or sales forecasting, analyzing sales performance, laying out sales territories, allocating advertising budgets, and locating plants, warehouses, and stores. Trade organizations use census statistics for insight into changes in the structure of industry. State and local governments use the geographic detail that describes the patterns of economic change in individual communities. Local business organizations and research groups do too.

Following every census, reports are purchased by thousands of businesses and other users; likewise, census facts are widely disseminated by trade associations, business journals, and the daily press. Volumes containing census statistics are available in most major public and college libraries.

## AUTHORITY AND SCOPE OF THE ECONOMIC CENSUSES

The economic censuses are required by law under title 13 of the United States Code, sections 131, 191, and 224, which direct that they be taken at 5-year intervals. The 1977 Economic Censuses covered manufacturing, mining and quarrying, construction industries, retail trade, wholesale trade, service industries, and selected transportation activities. The next economic censuses are scheduled to be taken in 1983 covering the year 1982.

## CENSUS OF RETAIL TRADE

The 1977 Census of Retail Trade, part of the 1977 Economic Censuses, covered retail trade as defined in the Standard Industrial Classification (SIC) Manual.[1] It included all establishments primarily engaged in selling merchandise for personal or household consumption and rendering services incidental to the sale of the goods. It excluded governmental organizations classified in the covered industries except for liquor stores operated by State and local governments. It also excluded data for direct sellers (SIC 5963) with no paid employees and post exchanges, ship stores, and similar establishments operated on military posts by agencies of the Federal Government. In the Major Retail Center series of reports only, data for nonstore retailers (SIC 596) were excluded. The basic tabulations in this report do not include data for central administrative offices (CAO's), captive warehouses, and other units which service or are auxiliary to retail establishments within the same organization. Data for CAO's and auxiliaries will be found in a subsequent report issued as part of the subject series of the 1977 Enterprise Statistics survey.

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[1] **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price $6.75. **1977 Supplement.** Stock No. 003-005-00176-0. Price 90 cents.

For the 1977 Census of Retail Trade, large- and medium-size firms, plus all firms known to operate more than one establishment, were sent questionnaires to be completed and returned to the Bureau by mail. For most very small firms, including those with no paid employees, data from existing records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA) were used instead. The two sources produced basic information on location, kind of business, volume of sales and payrolls, and number of employees. In addition, more detailed information for selected kinds of business was obtained on the various questionnaires.

Appendix A gives a more detailed explanation of census coverage and methodology.

## MAJOR RETAIL CENTERS

This report represents a recompilation of data collected in the 1977 Census of Retail Trade into the two types of areas which have been delineated for the report: (1) Central business districts (CBD's); and (2) major retail centers (MRC's). The report covers each standard metropolitan statistical area (SMSA) in the State and presents statistics for these concentrations of retail stores located in each SMSA.

### Delineation

The delineation of central business districts was determined in consultation with local census statistical areas committees (CSAC's). However, some eligible cities do not have a CBD because they chose not to participate in the CBD delineation program. The CSAC's were also invited to participate for the first time in both the delineation of major retail centers and the listing of stores in the delineated areas, following guidelines provided by the Bureau. Approximately 85 percent of the CSAC's participated. In preparing for the evaluation and implementation of the MRC program, the Bureau suggested that a broad cross section of local data users involved with retail trade data be urged to provide input to the CSAC.

A major advantage was realized by CSAC's which chose to participate in the MRC delineation program. The people most familiar with the local metropolitan area and its concentration of retail activity became involved in delineating the MRC's in their own areas. In areas where CSAC's did not participate, a Bureau employee did the delineation of MRC's and the listing of stores in the delineated areas. Appendix F identifies which areas were delineated by CSAC's and which were delineated by the Bureau.

### Central Business District

A "central business district," as defined by the Bureau, is the defined downtown retail area of an SMSA central city, or other SMSA city of 50,000 or more persons. A CBD is an area of very high land valuation; high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and high traffic flow. It is defined by existing census tract boundaries and consists of one or more whole census tracts. Census tracts are small, relatively permanent areas into which large cities and adjacent areas have been divided to show comparable small-area statistics. Data for CBD's are published only in reports of the census of retail trade.

In 1972, CBD's were enumerated only for SMSA cities with 100,000 inhabitants or more. The CBD definition for 1977 was changed so that areas defined as downtown business areas (DBA's) in the 1972 censuses became CBD's for the 1977 censuses.

### Major Retail Center

A "major retail center" is a concentration of at least 25 retail stores[1] located inside an SMSA but outside a CBD. At least one of the 25 stores must be a general merchandise store (SIC 53) with a minimum of 100,000 square feet of total under-roof floor space.[2] MRC's include planned suburban shopping centers as well as unplanned centers such as older "string streets" (continuous businesses along a thoroughfare with few cross streets containing any businesses) and combinations of planned and unplanned centers. Where the MRC is a planned center, the boundaries encompass all retail stores in the center. Where the MRC is an unplanned center, each block within the boundaries should have at least one general merchandise store (SIC 53); apparel store (SIC 56); furniture, home furnishings and equipment store (SIC 57); or miscellaneous shopping goods store (SIC 594). MRC's are defined in SMSA's existing as of December 31, 1977, except for the last five SMSA's defined (see Geographic Areas Covered). Data for MRC's are published only in the census of retail trade.

In 1972, MRC's were defined by the Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical area but outside the CBD) having at least $5 million in retail sales and at least 10 retail establishments, one of which was classified as a department store (SIC 531).

### Historical Data

The report on major retail centers was begun as a part of the 1954 Census of Business, which provided data for 95 CBD's. In the 1958 Census of Business, data were published for 109 CBD's and, for the first time, for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's and 972 MRC's located in 116 SMSA's. In the 1967 Census of Business, the program was expanded to cover all 230 SMSA's, containing 134 CBD's and 1,556 MRC's. The 1972 Census of Retail Trade covered 259 SMSA's, containing 144 CBD's and 2,137 MRC's.

The scope of the MRC program was modified slightly for the 1977 censuses so that the Bureau could continue to publish MRC data but remain within funding limitations. (These modifications are described in the definitions of CBD's and MRC's above.) The 1977 Census of Retail Trade covered 272 SMSA's containing 386 CBD's and approximately 1,450 MRC's.

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[1] An MRC which had 25 stores or more at time enumeration was done may have had less than 25 stores at end of 1977. Thus data may be shown for a few MRC's which presently have less than 25 stores.

[2] Minimum square footage criterion was waived in a few special cases at request of local CSAC.

## CENSUS DISCLOSURE RULES

In accordance with Federal law governing census reports, no data are published that would disclose the operations of an individual establishment or business. However, the number of establishments in a kind of business classification is not considered a disclosure so this item may be given even though other information is withheld.

Because most MRC's and several CBD's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) for these small areas without disclosing operations of individual establishments. For this reason, data on payroll and number of employees are limited to totals and sales data are limited to only—

1. Total retail stores.[1] [2]
2. Convenience goods stores, i.e., food stores (SIC 54), eating and drinking places (SIC 58), and drug and proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53), apparel and accessory stores (SIC 56), furniture, home furnishings, and equipment stores (SIC 57), and miscellaneous shopping goods stores (SIC 594).
4. All other stores (SIC's 52, 55, and 59 except 591, 594, and 596).

For those MRC's and CBD's which had more than 100 retail stores, separate kind-of-business data are presented for establishment count, sales, payroll, and number of employees.

Data for nonstore retailers are not included in the Major Retail Centers report. For the definitions of the kind-of-business categories for which data are shown, see "Kind-of-Business Classifications" in appendix A.

[1] For all establishments, including those with no payroll.
[2] Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).

## GEOGRAPHIC AREAS COVERED

This series of reports presents data for establishments located in CBD's and MRC's in SMSA's in each State. The SMSA's covered are those defined by the Office of Management and Budget as of December 31, 1977, except for the last five SMSA's defined: Bradenton, Fla.; Grand Forks, N. Dak.-Minn.; Kokomo, Ind.; Lawrence, Kans.; and Panama City, Fla. These SMSA's were defined too late to be included in the 1977 MRC program. In addition to MRC and CBD data, data are shown for each SMSA in the State and for each central city and all other SMSA cities of 50,000 inhabitants or more for which a CBD was defined by a local census area committee. Data for SMSA's which cross State lines appear only in the report for the State in which the SMSA is primarily located.

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The following are common to each SMSA which has a central business district and at least one major retail center. Applicable tables and maps have been omitted in areas where either no central business district or no major retail center existed.

## MAPS

Standard Metropolitan Statistical Area
Central Business Districts
Major Retail Centers

## TABLES

1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977
2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977
3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977
4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977
5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972
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7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

## SMSA's

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|---|---|
| Billings | 5 |
| Great Falls | 16 |

## APPENDIXES

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Publication Program . . . . . Inside back cover




MONTANA

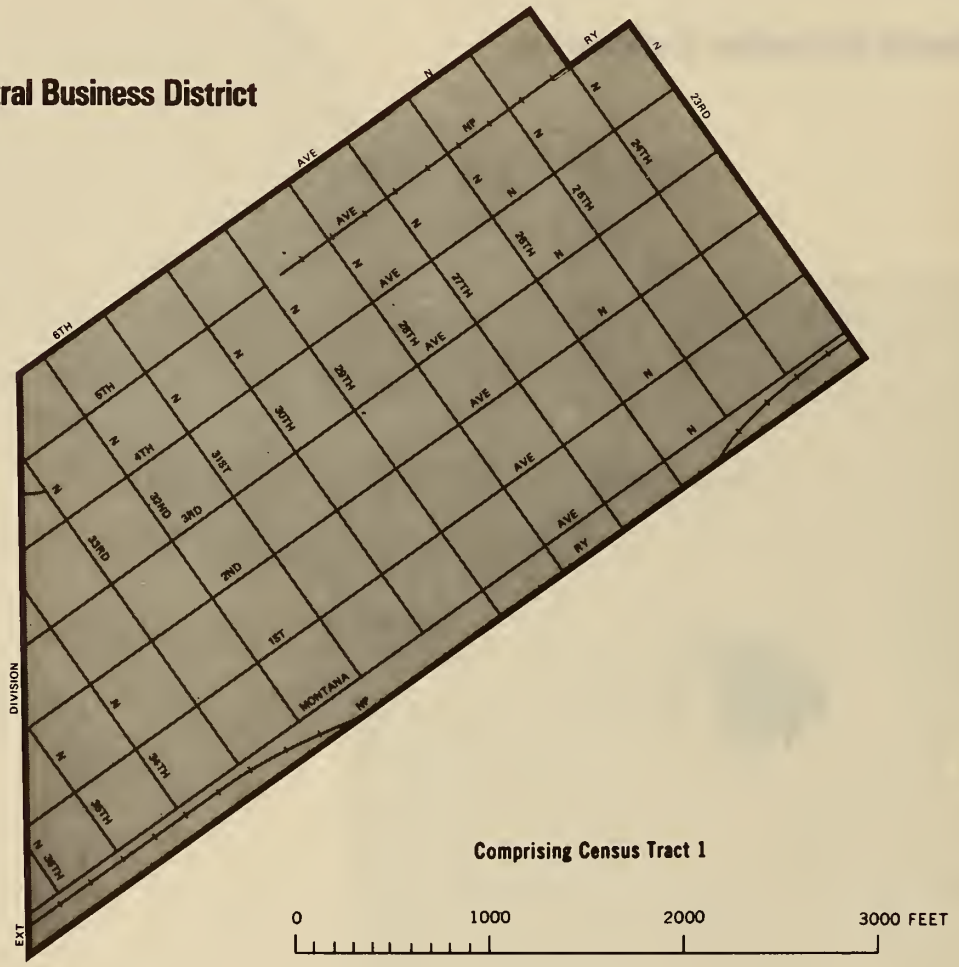
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# BILLINGS


Standard Metropolitan Statistical Area
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Billings
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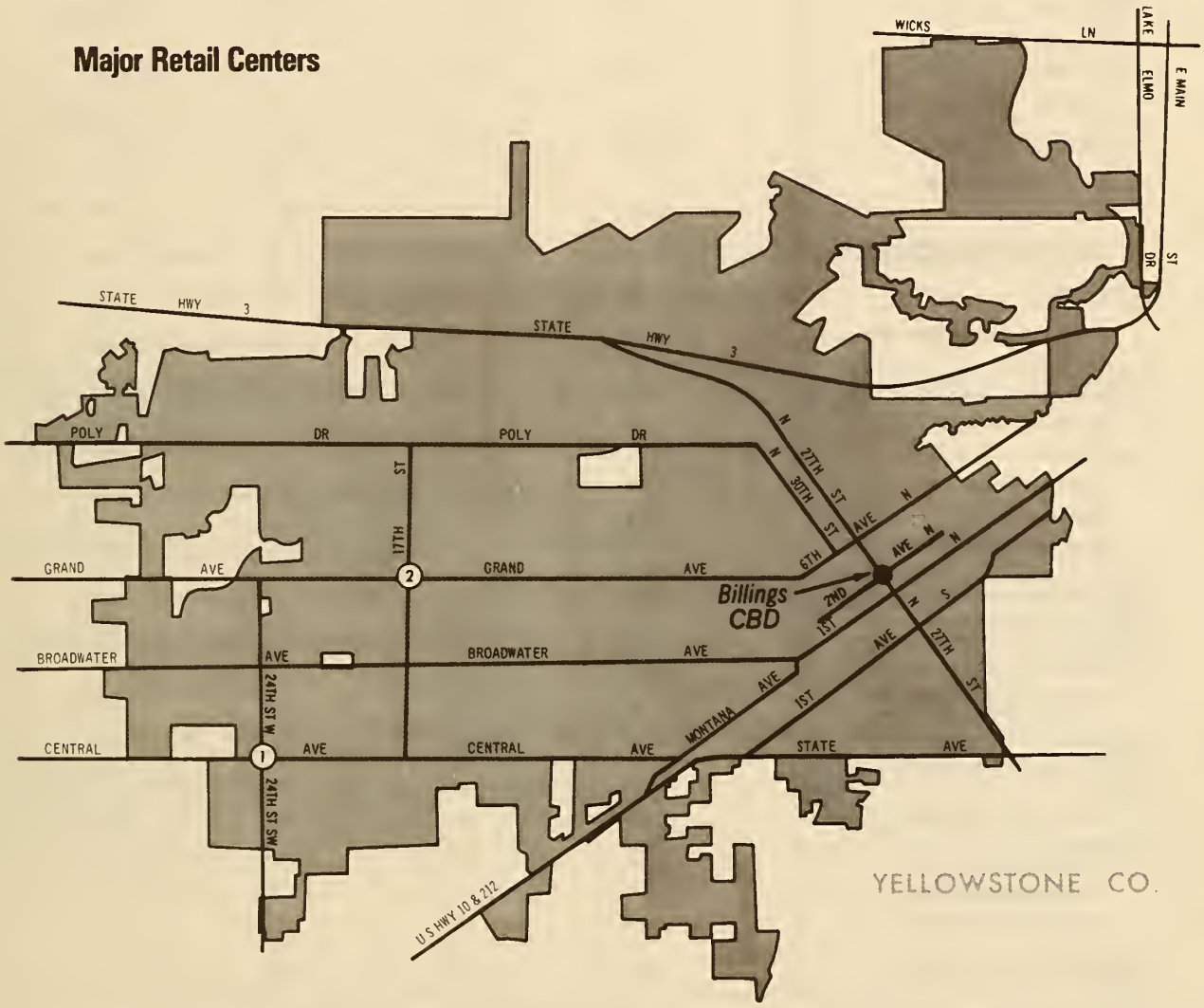
# BILLINGS

## Central Business District



# BILLINGS

## Major Retail Centers




● Central Business District
① Major Retail Centers (boundary descriptions are in appendix E)
Central City

0 1 2 3 MILES

# Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see Introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

| SIC code | Kind of business | Standard metropolitan statistical area | City | Central business district | Major retail centers | |
|---|---|---|---|---|---|---|
| | | | | | No. 1 | No. 2 |
| | **Retail stores:**[1] [2] | | | | | |
| | Number | 1 051 | 793 | 155 | 92 | 107 |
| | Sales ($1,000) | 511 342 | (D) | 68 622 | 85 059 | 83 478 |
| | Payroll entire year ($1,000) | 61 039 | (D) | 10 570 | 10 330 | 10 532 |
| | Paid employees for week including March 12 | 9 021 | (D) | 1 499 | 1 563 | 1 565 |
| 54, 58, 591 | **Convenience goods stores:** | | | | | |
| | Number | 316 | 234 | 40 | 29 | 42 |
| | Sales ($1,000) | (D) | (D) | 6 424 | 17 863 | 36 114 |
| 53, 56, 57; 594 | **Shopping goods stores (GAF):**[3] | | | | | |
| | Number | 319 | 265 | 74 | 49 | 41 |
| | Sales ($1,000) | (D) | (D) | 30 051 | 51 999 | 26 252 |
| 52, 55, 59, ex. 591, 4, 8 | **All other stores:** | | | | | |
| | Number | 414 | 294 | 41 | 14 | 24 |
| | Sales ($1,000) | 220 853 | (D) | 30 147 | 15 197 | 17 112 |
| | **Number of Establishments** | | | | | |
| | **Retail stores**[1] [2] | 1 051 | 793 | 155 | 92 | 107 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 71 | 40 | 3 | 3 | 6 |
| 525 | Hardware stores | 16 | 8 | - | 1 | 1 |
| 52 ex. 525 | Other | 55 | 32 | 3 | 2 | 5 |
| 53 | **General merchandise group stores** | 17 | 16 | 3 | 5 | 4 |
| 531 | Department stores[4] | 7 | 7 | 2 | 4 | 1 |
| 533 | Variety stores | 3 | 3 | 1 | - | 2 |
| 539 | Miscellaneous general merchandise stores | 7 | 6 | - | 1 | 1 |
| 54 | **Food stores**[5] | 90 | 83 | 1 | 10 | 9 |
| 541 | Grocery stores | 70 | 47 | - | 6 | 5 |
| 55 ex. 554 | **Automotive dealers** | 83 | 61 | 7 | 2 | 2 |
| 554 | **Gasoline service stations** | 109 | 74 | 10 | 1 | 9 |
| 56 | **Apparel and accessory stores** | 94 | 80 | 31 | 25 | 11 |
| 561 | Men's and boys' clothing and furnishings stores | 13 | 9 | 6 | 2 | 1 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 33 | 28 | 13 | 10 | 3 |
| 562 | Women's ready-to-wear stores | 30 | 25 | 12 | 10 | 3 |
| 565 | Family clothing stores | 19 | 17 | 4 | 5 | 1 |
| 566 | Shoe stores | 19 | 16 | 6 | 6 | 3 |
| 564, 9 | Other apparel and accessory stores | 10 | 10 | 2 | 2 | 3 |
| 57 | **Furniture, home furnishings, and equipment stores** | 100 | 80 | 13 | 5 | 13 |
| 5712 | Furniture stores | 27 | 22 | 7 | - | 2 |
| 5713, 4, 9 | Home furnishings stores | 26 | 20 | 2 | - | 1 |
| 572, 3 | Household appliance, radio, television, and music stores | 47 | 38 | 4 | 5 | 10 |
| 58 | **Eating and drinking places** | 209 | 156 | 38 | 17 | 29 |
| 5812 | Eating places | 145 | 115 | 27 | 17 | 24 |
| 5813 | Drinking places (alcoholic beverages) | 64 | 41 | 9 | - | 5 |
| 591 | **Drug and proprietary stores** | 19 | 15 | 3 | 2 | 4 |
| 59 ex. 591, 6 | **Miscellaneous retail stores**[6] | 259 | 208 | 48 | 22 | 20 |
| 592 | Liquor stores | 9 | 6 | 1 | 1 | 1 |
| 594 | Miscellaneous shopping goods stores | 106 | 69 | 27 | 14 | 13 |
| 5992 | Florists | 10 | 6 | 2 | - | 3 |

[1]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[2]For all establishments, including those with no payroll.
[3]Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.
[4]Includes sales from catalog order desks.
[5]Includes data not covered by SIC 541.
[6]Includes data not covered by SIC's 592, 594, and 5992.

# Table 2. Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **Billings CBD** | | | | | |
| | **Retail stores[2]** | 155 | 68 622 | 10 570 | 2 577 | 1 499 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 3 | (D) | (D) | (D) | (D) |
| 525 | Hardware stores | - | - | - | - | - |
| 52 ex. 525 | Other | 3 | (D) | (D) | (D) | (D) |
| 53 | **General merchandise group stores** | 3 | (D) | (D) | (D) | (D) |
| 531 | Department stores[3] | 2 | (D) | (D) | (D) | (D) |
| 533 | Variety stores | 1 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | - | - | - | - | - |
| 54 | **Food stores[4]** | 1 | (D) | (D) | (D) | (D) |
| 541 | Grocery stores | - | (D) | (D) | (D) | (D) |
| 55 ex. 554 | **Automotive dealers** | 7 | 22 012 | 2 230 | 597 | 164 |
| 554 | **Gasoline service stations** | 10 | 3 369 | 227 | 52 | 36 |
| 58 | **Apparel and accessory stores** | 31 | 9 093 | 1 595 | 433 | 258 |
| 561 | Men's and boys' clothing and furnishings stores | 6 | 4 199 | 698 | 177 | 65 |
| 562, 3, 6 | Women's clothing and specialty stores and furriers | 13 | 3 036 | 594 | 171 | 108 |
| 562 | Women's ready-to-wear stores | 12 | (D) | (D) | (D) | (D) |
| 565 | Family clothing stores | 4 | 961 | 160 | 56 | 40 |
| 566 | Shoe stores | 6 | (D) | (D) | (D) | (D) |
| 564, 9 | Other apparel and accessory stores | 2 | (D) | (D) | (D) | (D) |
| 57 | **Furniture, home furnishings, and equipment stores** | 13 | 6 968 | 1 124 | 267 | 96 |
| 5712 | Furniture stores | 7 | 3 772 | 612 | 169 | 40 |
| 5713, 4, 9 | Home furnishings stores | 2 | (D) | (D) | (D) | (D) |
| 572, 3 | Household appliance, radio, television, and music stores | 4 | (D) | (D) | (D) | (D) |
| 58 | **Eating and drinking places** | 36 | 5 613 | 1 476 | 303 | 302 |
| 5812 | Eating places | 27 | 4 475 | 1 126 | 231 | 245 |
| 5813 | Drinking places (alcoholic beverages) | 9 | 1 138 | 350 | 72 | 57 |
| 591 | **Drug and proprietary stores** | 3 | (D) | (D) | (D) | (D) |
| 59 ex. 591, 6 | **Miscellaneous retail stores[5]** | 48 | (D) | (D) | (D) | (D) |
| 592 | Liquor stores | 1 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 27 | (D) | (D) | (D) | (D) |
| 5992 | Florists | 2 | (D) | (D) | (D) | (D) |

See footnotes at end of table.

Table 2. **Statistics by Kind of Business for Major Retail Centers and Central Business Districts With 100 Retail Establishments or More: 1977**—Con.

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **MRC No. 2** | | | | | |
| | **Retail stores[2]** | 107 | 83 478 | 10 532 | 2 595 | 1 565 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 6 | 2 026 | 278 | 69 | 34 |
| 525 | Hardware stores | 1 | (D) | (D) | (D) | (D) |
| 52 ex. 525 | Other | 5 | (D) | (D) | (D) | (D) |
| 53 | **General merchandise group stores** | 4 | 14 665 | 2 309 | 560 | 306 |
| 531 | Department stores[3] | 1 | (D) | (D) | (D) | (D) |
| 533 | Variety stores | 2 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | 1 | (D) | (D) | (D) | (D) |
| 54 | **Food stores[4]** | 9 | 19 611 | 1 646 | 461 | 209 |
| 541 | Grocery stores | 5 | 19 112 | 1 768 | 452 | 199 |
| 55 ex. 554 | **Automotive dealers** | 2 | (D) | (D) | (D) | (D) |
| 554 | **Gasoline service stations** | 9 | 4 369 | 407 | 102 | 61 |
| 58 | **Apparel and accessory stores** | 11 | 4 546 | 716 | 159 | 97 |
| 561 | Men's and boys' clothing and furnishings stores | 1 | (D) | (D) | (D) | (D) |
| 562, 3, 6 | Women's clothing and specialty stores and furriers | 3 | 1 345 | 166 | 36 | 33 |
| 562 | Women's ready-to-wear stores | 3 | 1 345 | 166 | 36 | 33 |
| 565 | Family clothing stores | 1 | (D) | (D) | (D) | (D) |
| 566 | Shoe stores | 3 | 614 | 77 | 16 | 10 |
| 564, 9 | Other apparel and accessory stores | 3 | (D) | (D) | (D) | (D) |
| 57 | **Furniture, home furnishings, and equipment stores** | 13 | 5 624 | 671 | 161 | 91 |
| 5712 | Furniture stores | 2 | (D) | (D) | (D) | (D) |
| 5713, 4, 9 | Home furnishings stores | 1 | (D) | (D) | (D) | (D) |
| 572, 3 | Household appliance, radio, television, and music stores | 10 | 2 841 | 354 | 89 | 49 |
| 58 | **Eating and drinking places** | 29 | 7 040 | 1 599 | 351 | 380 |
| 5812 | Eating places | 24 | 6 337 | 1 447 | 312 | 348 |
| 5813 | Drinking places (alcoholic beverages) | 5 | 703 | 152 | 39 | 32 |
| 591 | **Drug and proprietary stores** | 4 | 11 263 | 1 255 | 322 | 191 |
| 59 ex. 591, 8 | **Miscellaneous retail stores[5]** | 20 | (D) | (D) | (D) | (D) |
| 592 | Liquor stores | 1 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 13 | 3 197 | 391 | 96 | 76 |
| 5992 | Florists | 3 | (D) | (D) | (D) | (D) |

[1]For all establishments, including those with no payroll.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC 541.
[5]Includes data not covered by SIC's 592, 594, and 5992.

## Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **Billings** | | | | | |
| | **Retail stores[2]** | 793 | (D) | (D) | (D) | (D) |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 40 | 33 923 | 3 638 | 896 | 378 |
| 525 | Hardware stores | 8 | 2 461 | (D) | (D) | (D) |
| 52 ex. 525 | Other | 32 | 31 462 | (D) | (D) | (D) |
| 53 | **General merchandise group stores** | 16 | (D) | (D) | (D) | (D) |
| 531 | Department stores[3] | 7 | 53 248 | 8 825 | 2 018 | 1 261 |
| 533 | Variety stores | 3 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | 6 | (D) | 1 446 | 340 | 211 |
| 54 | **Food stores[4]** | 63 | 67 662 | (D) | (D) | (D) |
| 541 | Grocery stores | 47 | 64 826 | (D) | (D) | (D) |
| 55 ex. 554 | **Automotive dealers** | 61 | 99 888 | 9 167 | 2 420 | 744 |
| 554 | **Gasoline service stations** | 74 | 25 072 | 1 954 | 458 | 320 |
| 56 | **Apparel and accessory stores** | 80 | 21 614 | 3 499 | 867 | 538 |
| 561 | Men's and boys' clothing and furnishings stores | 9 | 6 529 | 1 133 | 275 | 129 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 28 | 6 965 | (D) | (D) | (D) |
| 562 | Women's ready-to-wear stores | 25 | (D) | (D) | (D) | (D) |
| 565 | Family clothing stores | 17 | (D) | (D) | (D) | (D) |
| 566 | Shoe stores | 16 | (D) | (D) | (D) | (D) |
| 564, 9 | Other apparel and accessory stores | 10 | (D) | (D) | (D) | (D) |
| 57 | **Furniture, home furnishings, and equipment stores** | 80 | 23 980 | 3 537 | 935 | 392 |
| 5712 | Furniture stores | 22 | 9 306 | (D) | (D) | (D) |
| 5713, 4, 9 | Home furnishings stores | 20 | 4 208 | (D) | (D) | (D) |
| 572, 3 | Household appliance, radio, television, and music stores | 38 | 10 466 | 1 481 | 389 | 191 |
| 58 | **Eating and drinking places** | 156 | 32 938 | 8 031 | 1 905 | 2 016 |
| 5812 | Eating places | 115 | 26 740 | (D) | (D) | (D) |
| 5813 | Drinking places (alcoholic beverages) | 41 | 6 198 | (D) | (D) | (D) |
| 591 | **Drug and proprietary stores** | 15 | (D) | (D) | (D) | (D) |
| 59 ex. 591, 6 | **Miscellaneous retail stores[5]** | 208 | (D) | (D) | (D) | (D) |
| 592 | Liquor stores | 6 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 89 | 12 213 | 1 493 | 354 | 276 |
| 5992 | Florists | 8 | (D) | (D) | (D) | (D) |

[1]For all establishments, including those with no payroll.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC 541.
[5]Includes data not covered by SIC's 592, 594, and 5992.

# Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **Billings, Mont., SMSA** | | | | | |
| | **Retail stores[2]** | **1 051** | **511 342** | **81 039** | **14 822** | **9 021** |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | **71** | **57 400** | **5 808** | **1 401** | **803** |
| 525 | Hardware stores | 18 | (D) | 566 | 144 | 102 |
| 52 ex. 525 | Other | 55 | (D) | 5 242 | 1 257 | 501 |
| 53 | **General merchandise group stores** | **17** | **(D)** | **10 878** | **2 449** | **1 564** |
| 531 | Department stores[3] | 7 | 53 248 | 8 825 | 2 018 | 1 281 |
| 533 | Variety stores | 3 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | 7 | (D) | (D) | (D) | (D) |
| 54 | **Food stores[4]** | **90** | **90 284** | **7 888** | **1 905** | **1 037** |
| 541 | Grocery stores | 70 | 87 142 | 7 568 | 1 821 | 977 |
| 55 ex. 554 | **Automotive dealers** | **83** | **108 747** | **9 917** | **2 594** | **820** |
| 554 | **Gasoline service stations** | **109** | **35 980** | **2 856** | **834** | **477** |
| 56 | **Apparel and accessory stores** | **94** | **28 112** | **4 204** | **1 019** | **631** |
| 561 | Men's and boys' clothing and furnishings stores | 13 | (D) | (D) | (D) | (D) |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 33 | 7 572 | (D) | (D) | (D) |
| 562 | Women's ready-to-wear stores | 30 | (D) | (D) | (D) | (D) |
| 565 | Family clothing stores | 19 | 5 790 | (D) | (D) | (D) |
| 566 | Shoe stores | 19 | (D) | (D) | (D) | (D) |
| 564, 9 | Other apparel and accessory stores | 10 | (D) | (D) | (D) | (D) |
| 57 | **Furniture, home furnishings, and equipment stores** | **100** | **28 491** | **3 777** | **989** | **423** |
| 5712 | Furniture stores | 27 | 9 908 | 1 529 | 416 | 139 |
| 5713, 4, 9 | Home furnishings stores | 28 | 4 337 | 608 | 149 | 70 |
| 572, 3 | Household appliance, radio, television, and music stores | 47 | 12 246 | 1 640 | 424 | 214 |
| 58 | **Eating and drinking places** | **209** | **42 508** | **10 292** | **2 483** | **2 600** |
| 5812 | Eating places | 145 | 34 079 | 8 408 | 2 012 | 2 223 |
| 5813 | Drinking places (alcoholic beverages) | 64 | 8 427 | 1 884 | 471 | 377 |
| 591 | **Drug and proprietary stores** | **19** | **(D)** | **(D)** | **(D)** | **(D)** |
| 59 ex. 591, 6 | **Miscellaneous retail stores[5]** | **259** | **32 393** | **(D)** | **(D)** | **(D)** |
| 592 | Liquor stores | 9 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 108 | 13 647 | 1 681 | 401 | 305 |
| 5992 | Florists | 10 | 1 866 | (D) | (D) | (D) |

[1]For all establishments, including those with no payroll.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC 541.
[5]Includes data not covered by SIC's 592, 594, and 5992.

## Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **Billings** | | | | | |
| | **Retail stores[2]** | **182** | **60 216** | **8 155** | **2 050** | **1 636** |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | **4** | **(D)** | **(D)** | **(D)** | **(D)** |
| 525 | Hardware stores | 2 | (D) | (D) | (D) | (D) |
| 52 ex. 525 | Other | 2 | (D) | (D) | (D) | (D) |
| 53 | **General merchandise group stores** | **8** | **10 475** | **1 711** | **442** | **432** |
| 531 | Department stores[3] | 2 | (D) | (D) | (D) | (D) |
| 533 | Variety stores | 3 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | 1 | (D) | (D) | (D) | (D) |
| 54 | **Food stores** | **2** | **(D)** | **(D)** | **(D)** | **(D)** |
| 55 ex. 554 | **Automotive dealers** | **13** | **22 993** | **1 998** | **564** | **278** |
| 554 | **Gasoline service stations** | **10** | **1 914** | **231** | **54** | **45** |
| 56 | **Apparel and accessory stores** | **30** | **7 619** | **1 214** | **296** | **232** |
| 561 | Men's and boys' clothing and furnishings stores | 4 | 2 792 | 442 | 111 | 77 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 13 | 2 174 | 361 | 77 | 78 |
| 562 | Women's ready-to-wear stores | 10 | 1 957 | 304 | 62 | 71 |
| 565 | Family clothing stores | 6 | 1 644 | 263 | 72 | 48 |
| 566 | Shoe stores | 7 | 1 009 | 148 | 36 | 29 |
| 564, 9 | Other apparel and accessory stores | - | - | - | - | - |
| 57 | **Furniture, home furnishings, and equipment stores** | **16** | **4 014** | **693** | **159** | **85** |
| 5712 | Furniture stores | 4 | 1 665 | 302 | 73 | 34 |
| 5713, 4, 9 | Home furnishings stores | 4 | 1 199 | 216 | 48 | 24 |
| 572, 3 | Household appliance, radio, television, and music stores | 8 | 1 150 | 175 | 38 | 27 |
| 58 | **Eating and drinking places** | **46** | **4 318** | **1 041** | **245** | **338** |
| 5812 | Eating places | 32 | 2 919 | 767 | 183 | 259 |
| 5813 | Drinking places (alcoholic beverages) | 14 | 1 399 | 274 | 62 | 79 |
| 591 | **Drug and proprietary stores** | **4** | **(D)** | **(D)** | **(D)** | **(D)** |
| 59 ex. 591, 8 | **Miscellaneous retail stores[4]** | **51** | **5 406** | **835** | **185** | **138** |
| 592 | Liquor stores | 1 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 21 | 2 973 | 441 | 97 | 79 |
| 5992 | Florists | 1 | (D) | (D) | (D) | (D) |

[1]For all establishments, including those with no payroll.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC's 592, 594, and 5992.

## Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

| SIC code | Kind of business | Percent change in sales, 1972 to 1977[1] | | |
|---|---|---|---|---|
| | | Central business district | City | Standard metropolitan statistical area |
| | **Billings** | | | |
| | **Retail stores[2]** | 14.0 | (D) | 101.7 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 36.9 | 87.2 | 118.8 |
| 525 | Hardware stores | (D) | (D) | 61.1 |
| 52 ex. 525 | Other | 178.6 | (D) | 124.8 |
| 53 | **General merchandise group stores** | (D) | (D) | (D) |
| 531 | Department stores[3] | 19.6 | 134.8 | 134.8 |
| 533 | Variety stores | -58.5 | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | (D) | (D) | (D) |
| 54 | **Food stores[4]** | 45.7 | 95.3 | 114.7 |
| 541 | Grocery stores | (NA) | 95.1 | 120.8 |
| 55 ex. 554 | **Automotive dealers** | -4.3 | 92.2 | 97.0 |
| 554 | **Gasoline service stations** | 76.0 | 87.2 | 83.4 |
| 56 | **Apparel and accessory stores** | 19.3 | 42.6 | 82.7 |
| 561 | Men's and boys' clothing and furnishings stores | 50.4 | (D) | (D) |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 39.7 | 24.0 | 34.7 |
| 562 | Women's ready-to-wear stores | (D) | (D) | (D) |
| 565 | Family clothing stores | -40.3 | 69.0 | (D) |
| 566 | Shoe stores | (D) | 99.9 | 120.6 |
| 564, 9 | Other apparel and accessory stores | (D) | 102.2 | 80.3 |
| 57 | **Furniture, home furnishings, and equipment stores** | 73.6 | 68.2 | 81.0 |
| 5712 | Furniture stores | 126.5 | 91.0 | 91.8 |
| 5713, 4, 9 | Home furnishings stores | (D) | (D) | 41.5 |
| 572, 3 | Household appliance, radio, television, and music stores | (D) | 64.5 | 91.2 |
| 58 | **Eating and drinking places** | 30.0 | 123.2 | 104.1 |
| 5812 | Eating places | 53.3 | (D) | 128.6 |
| 5813 | Drinking places (alcoholic beverages) | -18.7 | (D) | 42.3 |
| 591 | **Drug and proprietary stores** | 3.3 | (D) | (D) |
| 59 ex. 591, 6 | **Miscellaneous retail stores[5]** | (D) | 90.4 | 92.8 |
| 592 | Liquor stores | -37.7 | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | (D) | 103.3 | 115.6 |
| 5992 | Florists | 70.3 | 41.1 | (D) |

[1]Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC 541.
[5]Includes data not covered by SIC's 592, 594, and 5992.

## Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

| SIC code | Kind of business | Central business district sales as percent of sales of— | | Percent distribution of sales | | |
|---|---|---|---|---|---|---|
| | | City | Standard metropolitan statistical area | Central business district | City | Standard metropolitan statistical area |
| | **Billings** | | | | | |
| | **Retail atores[1]** | (D) | 13.4 | 100.0 | 100.0 | 100.0 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | (D) | (D) | (D) | 8.0 | 11.2 |
| 525 | Hardware stores | - | (D) | - | 0.6 | (D) |
| 52 ex. 525 | Other | (D) | 2.6 | (D) | 7.4 | (D) |
| 53 | **General merchandiae group stores** | 14.8 | 14.7 | (D) | (D) | (D) |
| 531 | Department stores[2] | (D) | (D) | (D) | 12.6 | 10.4 |
| 533 | Variety stores | (D) | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | (D) | (D) | - | (D) | (D) |
| 54 | **Food atorea[3]** | (D) | (D) | (D) | 18.0 | 17.7 |
| 541 | Grocery stores | (D) | (D) | (D) | 15.3 | 17.0 |
| 55 ex. 554 | **Automotive dealers** | 22.0 | 20.2 | 32.1 | 23.8 | 21.3 |
| 554 | **Gasoline aervice stations** | 13.4 | 9.4 | 4.9 | 5.9 | 7.0 |
| 56 | **Apparel and accessory stores** | 42.1 | 34.8 | 13.3 | 5.1 | 5.1 |
| 561 | Men's and boys' clothing and furnishings stores | 64.3 | (D) | 8.1 | 1.5 | (D) |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 43.6 | 40.1 | 4.4 | 1.6 | 1.5 |
| 562 | Women's ready-to-wear stores | 44.5 | 40.8 | (D) | (D) | (D) |
| 565 | Family clothing stores | (D) | 16.9 | 1.4 | (D) | 1.1 |
| 566 | Shoe stores | 23.1 | 21.0 | (D) | (D) | (D) |
| 564, 9 | Other apparel and accessory stores | 4.7 | 4.7 | (D) | (D) | (D) |
| 57 | **Furniture, home furnishings, and equipment stores** | 29.1 | 26.3 | 10.2 | 5.7 | 5.2 |
| 5712 | Furniture stores | 40.5 | 38.1 | 5.5 | 2.2 | 1.9 |
| 5713, 4, 9 | Home furnishings stores | (D) | (D) | (D) | 1.0 | 0.8 |
| 572, 3 | Household appliance, radio, television, and music stores | (D) | (D) | (D) | 2.5 | 2.4 |
| 58 | **Eating and drinking places** | 17.0 | 13.2 | 8.2 | 7.8 | 8.3 |
| 5812 | Eating places | 18.7 | 13.1 | 6.5 | 6.3 | 6.7 |
| 5813 | Drinking places (alcoholic beverages) | 18.4 | 13.5 | 1.7 | 1.5 | 1.6 |
| 591 | **Drug and proprietary stores** | 10.2 | 9.3 | (D) | (D) | (D) |
| 59 ex. 591, 6 | **Miacellaneous retail stores[4]** | 24.8 | (D) | (D) | (D) | 8.3 |
| 592 | Liquor stores | (D) | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | (D) | (D) | (D) | 2.9 | 2.7 |
| 5992 | Florists | 43.6 | (D) | (D) | (D) | 0.4 |

[1]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[2]Includes sales from catalog order desks.
[3]Includes data not covered by SIC 541.
[4]Includes data not covered by SIC's 592, 594, and 5992.

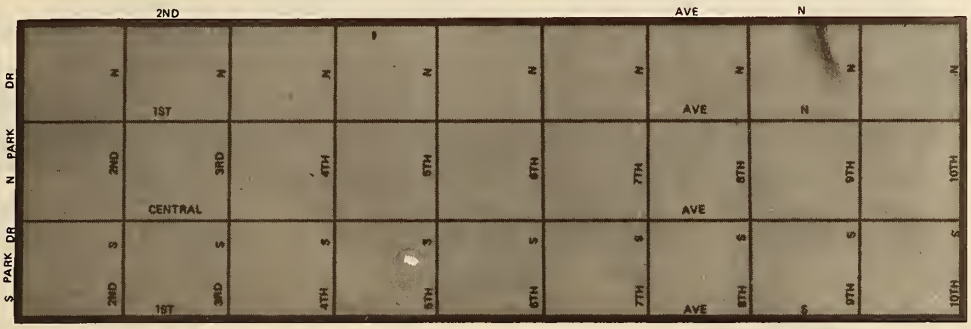
# GREAT FALLS

## Standard Metropolitan Statistical Area



# GREAT FALLS

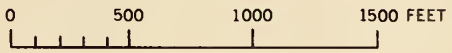
## Central Business District



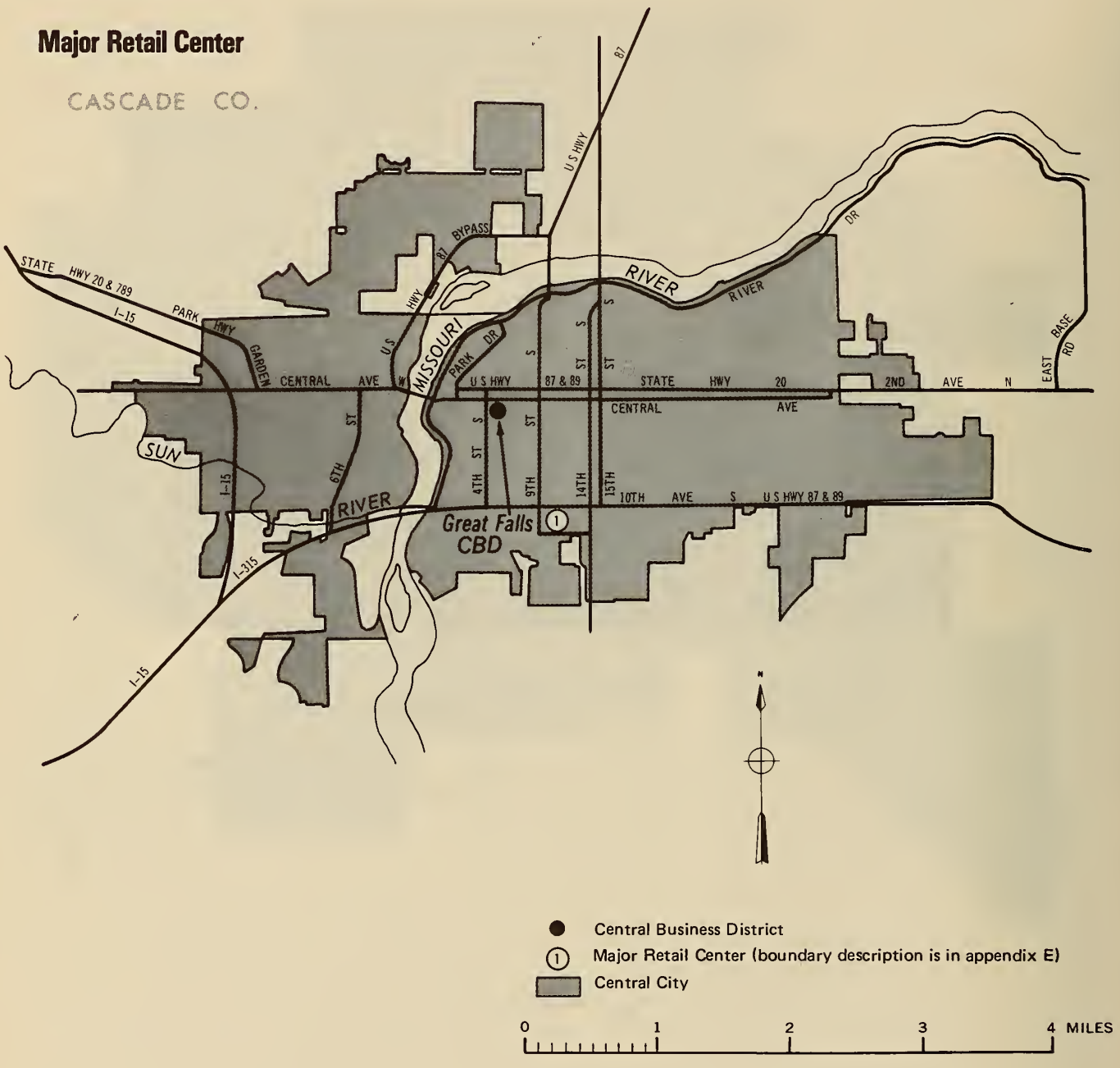




Comprising Census Tract 6



# GREAT FALLS


Major Retail Center
CASCADE CO.
STATE HWY 20 & 789
I-15
PARK HWY
GARDEN
CENTRAL AVE W
U S HWY 87 BYPASS
MISSOURI RIVER
PARK DR
U S HWY 87 & 89
STATE HWY 20
CENTRAL AVE
2ND AVE N
EAST BASE RD
RIVER
RIVER DR
SUN
I-15
6TH ST
4TH ST S
9TH ST
14TH ST
15TH ST
10TH AVE S
U S HWY 87 & 89
RIVER
Great Falls CBD
1
I-315
I-15
Central Business District
Major Retail Center (boundary description is in appendix E)
Central City
0
1
2
3
4 MILES

# Table 1. Statistics by Kind of Business for Major Retail Centers and Central Business Districts in the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

| SIC code | Kind of business | Standard metropolitan statistical area | City | Central business district | Major retail center No. 1 |
|---|---|---|---|---|---|
| | **Retail stores:**[1] [2] | | | | |
| | Number | 762 | 642 | 131 | 68 |
| | Sales ($1,000) | 362 734 | (D) | 68 883 | 53 427 |
| | Payroll entire year ($1,000) | 43 815 | 40 331 | 10 109 | 7 042 |
| | Paid employees for week including March 12 | 6 193 | 5 561 | 1 348 | 965 |
| 54, 58, 591 | **Convenience goods stores:** | | | | |
| | Number | 266 | 207 | 41 | 15 |
| | Sales ($1,000) | (D) | (D) | 11 656 | 22 962 |
| 53, 56, 57; 594 | **Shopping goods stores (GAF):**[3] | | | | |
| | Number | 223 | 212 | 59 | 49 |
| | Sales ($1,000) | (D) | 86 891 | 33 488 | 29 144 |
| 52, 55, 59, ex. 591, 4, 8 | **All other stores:** | | | | |
| | Number | 273 | 223 | 31 | 4 |
| | Sales ($1,000) | 154 352 | 143 842 | 23 739 | 1 321 |
| | **Number of Establishments** | | | | |
| | **Retail stores**[1] [2] | 762 | 642 | 131 | 88 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 43 | 35 | 3 | 1 |
| 525 | Hardware stores | 10 | 10 | 2 | 1 |
| 52 ex. 525 | Other | 33 | 25 | 1 | - |
| 53 | **General merchandise group stores** | 14 | 13 | 5 | 2 |
| 531 | Department stores[4] | 6 | 5 | 2 | 2 |
| 533 | Variety stores | 4 | 4 | 2 | - |
| 539 | Miscellaneous general merchandise stores | 4 | 4 | 1 | - |
| 54 | **Food stores**[5] | 74 | 55 | 8 | 5 |
| 541 | Grocery stores | 52 | 37 | 5 | 2 |
| 55 ex. 554 | **Automotive dealers** | 60 | 53 | 11 | - |
| 554 | **Gasoline service stations** | 69 | 59 | 7 | - |
| 56 | **Apparel and accessory stores** | 61 | 60 | 18 | 28 |
| 561 | Men's and boys' clothing and furnishings stores | 9 | 9 | 5 | 3 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 22 | 22 | 8 | 11 |
| 562 | Women's ready-to-wear stores | 18 | 18 | 7 | 9 |
| 565 | Family clothing stores | 10 | 10 | 1 | 2 |
| 566 | Shoe stores | 14 | 14 | 4 | 6 |
| 564, 9 | Other apparel and accessory stores | 6 | 5 | - | 4 |
| 57 | **Furniture, home furnishings, and equipment stores** | 67 | 82 | 11 | 5 |
| 5712 | Furniture stores | 16 | 16 | 3 | - |
| 5713, 4, 9 | Home furnishings stores | 20 | 17 | 2 | 1 |
| 572, 3 | Household appliance, radio, television, and music stores | 31 | 29 | 6 | 4 |
| 58 | **Eating and drinking places** | 179 | 139 | 31 | 8 |
| 5812 | Eating places | 110 | 95 | 18 | 6 |
| 5813 | Drinking places (alcoholic beverages) | 69 | 44 | 13 | 2 |
| 591 | **Drug and proprietary stores** | 13 | 13 | 2 | 2 |
| 59 ex. 591, 8 | **Miscellaneous retail stores**[6] | 182 | 153 | 35 | 19 |
| 592 | Liquor stores | 15 | 8 | 1 | - |
| 594 | Miscellaneous shopping goods stores | 81 | 77 | 25 | 16 |
| 5992 | Florists | 8 | 8 | - | 2 |

[1]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[2]For all establishments, including those with no payroll.
[3]Stores in general merchandise, apparel, and furniture major groups, and miscellaneous shopping goods group. These stores specialize in department store merchandise.
[4]Includes sales from catalog order desks.
[5]Includes data not covered by SIC 541.
[6]Includes data not covered by SIC's 592, 594, and 5992.

## Table 2. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1977

[For meaning of abbreviations and symbols, see introductory text. For description of MRC boundaries, see appendix E. For CBD boundaries, see maps]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **Great Falls CBD** | | | | | |
| | **Retail stores[2]** | 131 | 68 883 | 10 109 | 2 431 | 1 348 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 3 | (D) | (D) | (D) | (D) |
| 525 | Hardware stores | 2 | (D) | (D) | (D) | (D) |
| 52 ex. 525 | Other | 1 | (D) | (D) | (D) | (D) |
| 53 | **General merchandise group stores** | 5 | 18 088 | 2 928 | 650 | 353 |
| 531 | Department stores[3] | 2 | (D) | (D) | (D) | (D) |
| 533 | Variety stores | 2 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | 1 | (D) | (D) | (D) | (D) |
| 54 | **Food stores[4]** | 8 | 5 561 | 567 | 123 | 69 |
| 541 | Grocery stores | 5 | 5 317 | 517 | 113 | 59 |
| 55 ex. 554 | **Automotive dealers** | 11 | 17 337 | 1 988 | 536 | 147 |
| 554 | **Gasoline service stations** | 7 | (D) | (D) | (D) | (D) |
| 56 | **Apparel and accessory stores** | 18 | 7 541 | 1 140 | 315 | 147 |
| 561 | Men's and boys' clothing and furnishings stores | 5 | 3 464 | 454 | 95 | 50 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 8 | 3 213 | 561 | 190 | 79 |
| 562 | Women's ready-to-wear stores | 7 | (D) | (D) | (D) | (D) |
| 565 | Family clothing stores | 1 | (D) | (D) | (D) | (D) |
| 566 | Shoe stores | 4 | (D) | (D) | (D) | (D) |
| 564, 9 | Other apparel and accessory stores | - | - | - | - | - |
| 57 | **Furniture, home furnishings, and equipment stores** | 11 | 3 197 | 527 | 114 | 44 |
| 5712 | Furniture stores | 3 | (D) | (D) | (D) | (D) |
| 5713, 4, 9 | Home furnishings stores | 2 | (D) | (D) | (D) | (D) |
| 572, 3 | Household appliance, radio, television, and music stores | 6 | (D) | (D) | (D) | (D) |
| 58 | **Eating and drinking places** | 31 | (D) | (D) | (D) | (D) |
| 5812 | Eating places | 18 | 2 716 | 804 | 182 | 178 |
| 5813 | Drinking places (alcoholic beverages) | 13 | (D) | (D) | (D) | (D) |
| 591 | **Drug and proprietary stores** | 2 | (D) | (D) | (D) | (D) |
| 59 ex. 591, 6 | **Miscellaneous retail stores[5]** | 35 | 7 419 | 988 | 229 | 160 |
| 592 | Liquor stores | 1 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 25 | 4 662 | 698 | 166 | 125 |
| 5992 | Florists | - | - | - | - | - |

[1]For all establishments, including those with no payroll.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC 541.
[5]Includes data not covered by SIC's 592, 594, and 5992.

# Table 3. Statistics by Kind of Business for Central Cities in the Standard Metropolitan Statistical Area: 1977

[For mesning of abbreviations and symbols, see introductory text]

| SIC code | Kind of business | Estsblishments[1] (number) | Sales[1] ($1,000) | Psyroll entire yesr ($1,000) | Psyroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **Great Falls** | | | | | |
| | **Retail stores[2]** | 642 | (D) | 40 331 | 9 374 | 5 561 |
| 52 | **Building materials, hardwsre, garden supply, and mobile home dealers** | 35 | (D) | (D) | (D) | (D) |
| 525 | Hsrdware stores | 10 | 5 095 | 700 | 185 | 97 |
| 52 ex. 525 | Other | 25 | (D) | (D) | (D) | (D) |
| 53 | **General merchsndise group stores** | 13 | (D) | (D) | (D) | (D) |
| 531 | Department stores[3] | 5 | (D) | (D) | (D) | (D) |
| 533 | Vsriety stores | 4 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous gensrsl merchandise stores | 4 | (D) | (D) | (D) | (D) |
| 54 | **Food stores[4]** | 55 | 58 198 | 5 763 | 1 282 | 617 |
| 541 | Grocery stores | 37 | 55 403 | (D) | (D) | (D) |
| 55 ex. 554 | **Automotive deslers** | 53 | 83 167 | 7 690 | 1 849 | 634 |
| 554 | **Gasoline service ststions** | 59 | 23 551 | 1 449 | 341 | 264 |
| 56 | **Apparel and sccessory stores** | 60 | (D) | (D) | (D) | (D) |
| 561 | Men's and boys' clothing and furnishings stores | 9 | 5 444 | 765 | 173 | 81 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 22 | (D) | 1 289 | 355 | 203 |
| 562 | Women's ready-to-wear stores | 18 | (D) | (D) | (D) | (D) |
| 565 | Family clothing stores | 10 | (D) | 413 | 111 | 58 |
| 566 | Shoe stores | 14 | (D) | 527 | 122 | 74 |
| 564, 9 | Other apparel and accessory stores | 5 | (D) | (D) | (D) | (D) |
| 57 | **Furniture, home furnishings, snd equipment stores** | 62 | (D) | (D) | (D) | (D) |
| 5712 | Furniture stores | 16 | 6 204 | (D) | (D) | (D) |
| 5713, 4, 9 | Home furnishings stores | 17 | (D) | (D) | (D) | (D) |
| 572, 3 | Household appliance, radio, television, and music stores | 29 | (D) | (D) | (D) | (D) |
| 58 | **Eating and drinking plsces** | 139 | 27 422 | 7 325 | 1 652 | 1 732 |
| 5812 | Eating places | 95 | (D) | (D) | (D) | (D) |
| 5813 | Drinking places (alcoholic beverages) | 44 | (D) | (D) | (D) | (D) |
| 591 | **Drug snd proprietsry stores** | 13 | (D) | (D) | (D) | (D) |
| 59 ex. 591, 6 | **Miscellaneous retail stores[5]** | 153 | (D) | (D) | (D) | (D) |
| 592 | Liquor stores | 8 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 77 | 12 631 | 1 701 | 400 | 319 |
| 5992 | Florists | 8 | (D) | (D) | (D) | (D) |

[1]For all establishments, including those with no payroll.
[2]Excludes SIC 596, nonstore retailers (msil order houses, automstic merchandising mschine operators, snd direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC 541.
[5]Includes data not covered by SIC's 592, 594, and 5992.

# Table 4. Statistics by Kind of Business for the Standard Metropolitan Statistical Area: 1977

[For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **Great Falls, Mont., SMSA** | | | | | |
| | **Retail stores[2]** | **782** | **382 734** | **43 815** | **10 150** | **8 193** |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | **43** | **31 000** | **3 089** | **784** | **342** |
| 525 | Hardware stores | 10 | 5 095 | 700 | 185 | 97 |
| 52 ex. 525 | Other | 33 | 25 905 | 2 389 | 579 | 245 |
| 53 | **General merchandise group stores** | **14** | **(D)** | **6 838** | **1 452** | **869** |
| 531 | Department stores[3] | 6 | 41 595 | 8 119 | 1 337 | 774 |
| 533 | Variety stores | 4 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | 4 | (D) | (D) | (D) | (D) |
| 54 | **Food stores[4]** | **74** | **83 375** | **6 090** | **1 345** | **678** |
| 541 | Grocery stores | 52 | (D) | 5 613 | 1 241 | 601 |
| 55 ex. 554 | **Automotive dealers** | **80** | **85 235** | **7 871** | **1 888** | **854** |
| 554 | **Gasoline service stations** | **89** | **28 206** | **(D)** | **(D)** | **(D)** |
| 56 | **Apparel and accessory stores** | **61** | **21 808** | **(D)** | **(D)** | **(D)** |
| 561 | Men's and boys' clothing and furnishings stores | 9 | 5 444 | 765 | 173 | 81 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 22 | (D) | 1 289 | 355 | 203 |
| 562 | Women's ready-to-wear stores | 18 | (D) | (D) | (D) | (D) |
| 565 | Family clothing stores | 10 | (D) | 413 | 111 | 58 |
| 566 | Shoe stores | 14 | (D) | 527 | 122 | 74 |
| 564, 9 | Other apparel and accessory stores | 6 | (D) | (D) | (D) | (D) |
| 57 | **Furniture, home furnishings, and equipment stores** | **87** | **17 471** | **2 442** | **562** | **243** |
| 5712 | Furniture stores | 16 | 6 204 | (D) | (D) | (D) |
| 5713, 4, 9 | Home furnishings stores | 20 | 2 660 | 370 | 86 | 49 |
| 572, 3 | Household appliance, radio, television, and music stores | 31 | 8 807 | (D) | (D) | (D) |
| 58 | **Eating and drinking places** | **179** | **33 118** | **8 473** | **1 913** | **2 019** |
| 5812 | Eating places | 110 | 23 562 | 6 492 | 1 441 | 1 523 |
| 5813 | Drinking places (alcoholic beverages) | 69 | 9 554 | 1 981 | 472 | 496 |
| 591 | **Drug and proprietary stores** | **13** | **(D)** | **(D)** | **(D)** | **(D)** |
| 59 ex. 591, 6 | **Miscellaneous retail stores[5]** | **182** | **24 578** | **(D)** | **(D)** | **(D)** |
| 592 | Liquor stores | 15 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 81 | 12 665 | 1 701 | 400 | 319 |
| 5992 | Florists | 8 | (D) | (D) | (D) | (D) |

[1]For all establishments, including those with no payroll.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC 541.
[5]Includes data not covered by SIC's 592, 594, and 5992.

## Table 5. Statistics by Kind of Business for Central Business Districts With 100 Retail Establishments or More: 1972

[For meaning of abbreviations and symbols, see introductory text. For CBD boundaries, see maps in 1972 report]

| SIC code | Kind of business | Establishments[1] (number) | Sales[1] ($1,000) | Payroll entire year ($1,000) | Payroll first quarter 1977 ($1,000) | Paid employees for week including March 12 (number) |
|---|---|---|---|---|---|---|
| | **Great Falls** | | | | | |
| | **Retail stores[2]** | 149 | 47 000 | 7 083 | 1 647 | 1 267 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 2 | (D) | (D) | (D) | (D) |
| 525 | Hardware stores | 2 | (D) | (D) | (D) | (D) |
| 52 ex. 525 | Other | - | - | - | - | - |
| 53 | **General merchandise group stores** | 6 | 13 560 | 2 142 | 451 | 381 |
| 531 | Department stores[3] | 3 | (D) | (D) | (D) | (D) |
| 533 | Variety stores | 3 | (D) | (D) | (D) | (D) |
| 539 | Miscellaneous general merchandise stores | 2 | (D) | (D) | (D) | (D) |
| 54 | **Food stores** | 10 | (D) | (D) | (D) | (D) |
| 55 ex. 554 | **Automotive dealers** | 10 | 11 700 | 1 448 | 363 | 170 |
| 554 | **Gasoline service stations** | 16 | 1 379 | 175 | 43 | 46 |
| 56 | **Apparel and accessory stores** | 24 | 5 815 | 1 038 | 235 | 179 |
| 561 | Men's and boys' clothing and furnishings stores | 4 | 1 273 | 236 | 53 | 37 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 11 | 2 912 | 563 | 134 | 102 |
| 562 | Women's ready-to-wear stores | 10 | 1 652 | 370 | 90 | 79 |
| 565 | Family clothing stores | 1 | (D) | (D) | (D) | (D) |
| 566 | Shoe stores | 7 | (D) | (D) | (D) | (D) |
| 564, 9 | Other apparel and accessory stores | 1 | (D) | (D) | (D) | (D) |
| 57 | **Furniture, home furnishings, and equipment stores** | 7 | 1 551 | 284 | 72 | 59 |
| 5712 | Furniture stores | 1 | (D) | (D) | (D) | (D) |
| 5713, 4, 9 | Home furnishings stores | 1 | (D) | (D) | (D) | (D) |
| 572, 3 | Household appliance, radio, television, and music stores | 5 | (D) | (D) | (D) | (D) |
| 58 | **Eating and drinking places** | 36 | 2 797 | 672 | 173 | 166 |
| 5812 | Eating places | 16 | 1 030 | 297 | 75 | 86 |
| 5813 | Drinking places (alcoholic beverages) | 20 | 1 767 | 375 | 98 | 80 |
| 591 | **Drug and proprietary stores** | 3 | (D) | (D) | (D) | (D) |
| 59 ex. 591, 6 | **Miscellaneous retail stores[4]** | 33 | 3 639 | 602 | 137 | 142 |
| 592 | Liquor stores | 1 | (D) | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 20 | 2 615 | 439 | 103 | 99 |
| 5992 | Florists | 1 | (D) | (D) | (D) | (D) |

[1]For all establishments, including those with no payroll.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC's 592, 594, and 5992.

## Table 6. Percent Change in Sales, 1972 to 1977, for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area, by Kind of Business

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

| SIC code | Kind of business | Percent change in sales, 1972 to 1977[1] | | |
|---|---|---|---|---|
| | | Central business district | City | Standard metropolitan statistical area |
| | **Great Falls** | | | |
| | **Retail stores[2]** | 46.6 | (D) | 71.8 |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | 37.7 | (D) | 92.2 |
| 525 | Hardware stores | 35.9 | (D) | (D) |
| 52 ex. 525 | Other | (D) | 71.0 | (D) |
| 53 | **General merchandise group stores** | 33.2 | 29.5 | (D) |
| 531 | Department stores[3] | 27.2 | (D) | 105.9 |
| 533 | Variety stores | -7.3 | 2.8 | (D) |
| 539 | Miscellaneous general merchandise stores | 207.5 | -20.8 | (D) |
| 54 | **Food stores[4]** | (D) | 72.1 | 70.0 |
| 541 | Grocery stores | (NA) | 73.6 | (D) |
| 55 ex. 554 | **Automotive dealers** | 48.2 | 51.6 | 51.3 |
| 554 | **Gasoline service stations** | (D) | 108.2 | 102.9 |
| 56 | **Apparel and accessory stores** | 29.7 | 127.8 | (D) |
| 561 | Men's and boys' clothing and furnishings stores | 172.1 | (D) | 234.6 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | 10.3 | (D) | (D) |
| 562 | Women's ready-to-wear stores | (D) | 98.8 | (D) |
| 565 | Family clothing stores | (D) | 135.8 | -18.3 |
| 566 | Shoe stores | -14.6 | 117.2 | 61.8 |
| 564, 9 | Other apparel and accessory stores | (D) | (D) | 113.3 |
| 57 | **Furniture, home furnishings, and equipment stores** | 106.1 | 82.4 | 86.0 |
| 5712 | Furniture stores | (D) | (D) | (D) |
| 5713, 4, 9 | Home furnishings stores | -24.5 | 126.0 | (D) |
| 572, 3 | Household appliance, radio, television, and music stores | 110.0 | (D) | 160.3 |
| 58 | **Eating and drinking places** | (D) | 103.3 | 79.7 |
| 5812 | Eating places | 163.7 | (D) | 97.1 |
| 5813 | Drinking places (alcoholic beverages) | (D) | (D) | 47.5 |
| 591 | **Drug and proprietary stores** | -8.3 | 45.2 | 45.2 |
| 59 ex. 591, 6 | **Miscellaneous retail stores[5]** | 103.9 | (D) | 122.0 |
| 592 | Liquor stores | (D) | (D) | (D) |
| 594 | Miscellaneous shopping goods stores | 78.3 | 166.5 | 145.6 |
| 5992 | Florists | (D) | 215.3 | (D) |

[1]Data are not adjusted for boundary changes between census years. Sales taxes and finance charges were included in 1972 but not in 1977.
[2]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[3]Includes sales from catalog order desks.
[4]Includes data not covered by SIC 541.
[5]Includes data not covered by SIC's 592, 594, and 5992.

# Table 7. Comparative Statistics for Central Business Districts, Cities, and the Standard Metropolitan Statistical Area: 1977

[Data are shown only for areas which have a central business district with 100 retail establishments or more. For meaning of abbreviations and symbols, see introductory text. For definition of SMSA, see appendix D. For CBD boundaries, see maps]

| SIC code | Kind of business | Central business district sales as percent of sales of— | | Percent distribution of sales | | |
|---|---|---|---|---|---|---|
| | | City | Standard metropolitan statistical area | Central business district | City | Standard metropolitan statistical area |
| | **Great Falls** | | | | | |
| | **Retail stores[1]** | **(D)** | **19.0** | **100.0** | **100.0** | **100.0** |
| 52 | **Building materials, hardware, garden supply, and mobile home dealers** | **7.1** | **(D)** | **(D)** | **8.0** | **8.5** |
| 525 | Hardware stores | (D) | (D) | (D) | (D) | 1.4 |
| 52 ex. 525 | Other | (D) | (D) | (D) | 6.4 | 7.1 |
| 53 | **General merchandise group stores** | **(D)** | **(D)** | **26.3** | **10.9** | **(D)** |
| 531 | Department stores[2] | 47.0 | (D) | (D) | 9.6 | 11.5 |
| 533 | Variety stores | 79.9 | 79.9 | (D) | 0.4 | (D) |
| 539 | Miscellaneous general merchandise stores | (D) | (D) | (D) | 0.9 | (D) |
| 54 | **Food stores[3]** | **9.6** | **8.8** | **8.1** | **(D)** | **17.5** |
| 541 | Grocery stores | 9.6 | (D) | 7.7 | (D) | (D) |
| 55 ex. 554 | **Automotive dealers** | **20.8** | **20.3** | **25.2** | **(D)** | **23.5** |
| 554 | **Gasoline service stations** | **(D)** | **(D)** | **(D)** | **(D)** | **7.2** |
| 56 | **Apparel and accessory stores** | **(D)** | **34.9** | **10.9** | **8.5** | **6.0** |
| 561 | Men's and boys' clothing and furnishings stores | 63.6 | 63.6 | 5.0 | (D) | 1.5 |
| 562, 3, 8 | Women's clothing and specialty stores and furriers | (D) | (D) | 4.7 | 2.7 | (D) |
| 562 | Women's ready-to-wear stores | 25.3 | 25.3 | (D) | 2.1 | (D) |
| 565 | Family clothing stores | (D) | (D) | (D) | 1.0 | (D) |
| 566 | Shoe stores | 24.3 | 24.3 | (D) | 1.1 | (D) |
| 564, 9 | Other apparel and accessory stores | (D) | (D) | – | 0.2 | (D) |
| 57 | **Furniture, home furnishings, and equipment stores** | **(D)** | **18.3** | **4.8** | **5.1** | **4.8** |
| 5712 | Furniture stores | (D) | (D) | (D) | (D) | 1.7 |
| 5713, 4, 9 | Home furnishings stores | 17.1 | (D) | (D) | 0.7 | 0.7 |
| 572, 3 | Household appliance, radio, television, and music stores | (D) | (D) | (D) | (D) | 2.4 |
| 58 | **Eating and drinking places** | **(D)** | **(D)** | **(D)** | **(D)** | **9.1** |
| 5812 | Eating places | (D) | 11.5 | 3.9 | 6.2 | 6.5 |
| 5813 | Drinking places (alcoholic beverages) | 34.1 | (D) | (D) | 2.1 | 2.6 |
| 591 | **Drug and proprietary stores** | **6.8** | **6.8** | **(D)** | **4.3** | **(D)** |
| 59 ex. 591, 6 | **Miscellaneous retail stores[4]** | **(D)** | **30.2** | **10.8** | **7.1** | **6.8** |
| 592 | Liquor stores | (D) | (D) | (D) | 1.8 | (D) |
| 594 | Miscellaneous shopping goods stores | 36.9 | 36.8 | 6.8 | (D) | 3.5 |
| 5992 | Florists | (D) | (D) | – | 0.4 | (D) |

[1]Excludes SIC 596, nonstore retailers (mail order houses, automatic merchandising machine operators, and direct selling establishments).
[2]Includes sales from catalog order desks.
[3]Includes data not covered by SIC 541.
[4]Includes data not covered by SIC's 592, 594, and 5992.

# APPENDIX A. General Explanation

## CENSUS COVERAGE AND METHODOLOGY

**Structure and method of enumeration**—Firms in the 1977 Census of Retail Trade were divided into the nonmail universe and mail universe. The coverage and the method of obtaining census information from each follow:

1. The nonmail universe consists of firms which were not required to file a regular census return and includes:

   a. All nonemployers, i.e., all firms with no paid employees during 1977. Sales information for them was obtained from 1977 Federal income tax records. Although consisting of many firms, nonemployers account for less than 5 percent of total retail sales.

      The census included only those retail nonemployer firms which reported a sales volume of $2,500 or more during 1977 plus firms in operation for less than the full year that reported sales which, if projected to an annual basis, would have reached a total of $2,500 or more. This treatment is the same as in the 1972 census.

   b. Selected small employers, i.e., all business firms with paid employees as shown in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" are all those single-establishment firms with payroll below a specified cutoff. Although the cutoff varied by kind of business, small employers generally included firms with one to three employees and represented about 10 percent of total retail sales.

      Data on sales, payroll, and employment for employer firms below the cutoff were obtained from the records of the IRS and the Social Security Administration (SSA), except for a 10-percent sample which was included in the mail universe.

2. The mail universe consists of firms for which information was obtained basically by means of a mail canvass and includes:

   a. Large employers, i.e., all employer firms above the payroll size cutoff established to separate large from small employers. Within this category, a report of company organization is conducted periodically to identify firms which operated establishments at more than one location and to obtain information on payroll and mid-March employment at each location. The 1976 Report of Company Organization was used as a coverage check in the census. In the census mailing package, firms were sent a form to use in updating the list of establishments with those opened since 1976.

   b. The 10-percent sample of small employers referred to in section 1b above.

**Method of classifying kinds of business**—The retail trade classifications for all establishments were based on the Standard Industrial Classification (SIC) Manual.[1] However, the method of assigning these classifications, and the level of detail at which establishments were classified, differed between the nonmail and mail universes as follows:

1. The nonmail universe.

   a. All nonemployers were classified on the basis of information supplied on the Federal income tax returns. They were coded in less detail than employer firms; therefore, the combined data for all establishments (nonemployer firms plus establishments of employer firms) are presented in less kind-of-business detail than are the data for employer establishments alone.

   b. Selected small employers were classified on the basis of the most current census kind-of-business classification available from one of the Bureau's current sample surveys or the 1972 census. Otherwise, the SSA classification was used or the IRS classification based on the firm's description of its principal business activity as entered on its IRS business tax return.

      If the Census, SSA, and IRS classifications proved inadequate (none corresponded to a 1977 census classification in the detail required for employers), the firm was sent a brief inquiry requesting information necessary to assign a 1977 census kind-of-business code.

2. The mail universe was classified on the basis of answers to questions on sales by merchandise lines and other special inquiries.

## COMPARABILITY OF 1972 AND 1977 CENSUSES

The 1972 and 1977 Censuses of Retail Trade were conducted under similar conditions and procedures. However, strict comparability of the data for the two censuses is limited by the following factors:

**Geographic** areas—The boundaries of a number of areas for which data are shown in the 1977 census are not the same as in the 1972 census because of annexations, other boundary changes, and redefinitions of SMSA's since 1972. In addition, not all areas which qualified for presentation of separate data in one of the census years qualified or existed in both census years (see Geographic Areas Covered in the Introduction).

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[1] **Standard Industrial Classification Manual: 1972.** For sale by Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. Stock No. 4101-0066. Price $6.75. **1977 Supplement.** Stock No. 003-005-00176-0. Price 90 cents.

**Classifications**—In 1977, the calculation to determine the proper kind-of-business classification based on the dominant merchandise line (or the dominant homogeneous group of merchandise lines) was done after excluding all nonmerchandise sales from total sales; in 1972, the calculation was done using total sales, including nonmerchandise sales. As a result, some establishments were assigned a different kind-of-business classification in 1977 than they would have been assigned in 1972. The change was insignificant in most kinds of business.

**Sales**—The 1972 sales statistics included two items omitted from the 1977 sales statistics:

1. Sales (or other) taxes collected from customers and forwarded to taxing authorities.
2. Carrying charges or other charges for credit.

Studies have shown that these items were substantially under-reported in the 1972 census. Sales taxes and credit charges reported in the 1972 census have been estimated at about $10 billion for the United States as a whole.

**Legal form of organization**—In the 1972 census, the legal form of organization was based on data reported directly in the censuses only for establishments of large multiestablishment companies—those with a total company employment of 250 persons or more. (These large firms included information on legal form of organization in their company summary reports.) The legal form of organization of all other establishments was generally decided by the type of IRS business income tax return form they filed; e.g., businesses filing a partnership Federal tax return (form 1065) were assumed to be partnerships.

In 1977, the legal form of organization was determined for establishments in the mail universe on the basis of the response to the legal form of organization inquiry on the census forms. The legal form of organization of nonmail establishments was generally decided by the type of IRS business income tax return form filed.

A later retail trade report, "Establishment and Firm Size," will present data by the following legal forms of organization:

1. Individual proprietorships.
2. Partnerships.
3. Corporations (including non-tax-exempt cooperatives).
4. Other legal forms.

## EXPLANATION OF TERMS

**Establishments**—An establishment is a single physical location at which business is conducted. It is not necessarily identical with a company or enterprise, which may consist of one or more establishments. Census of retail trade figures represent a summary of reports for individual establishments rather than companies. For cases where a census report was received, separate information was obtained for each location where business was conducted. When administrative records were used instead of a census report, no information was available on the number of locations operated. Estimates of this number were derived from a sample and will be provided in the United States Summary report. Each census report was tabulated in accordance with the physical location at which the business was conducted. The count of establishments in this publication represents the number in business at the end of the year.

When two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity and all data for it were included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and when conditions prescribed by the SIC manual for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were obtained in the census.

In the case of leased departments (separately owned businesses operated as departments or concessions of retail business under another ownership, such as a separately owned shoe department in a department store), only a single establishment combining leased departments with the main retail establishment in which they are located is recognized for census purposes. However, when information is obtained from IRS and SSA sources rather than a census report, it is generally not possible to differentiate between leased departments and separate establishments. Leased retail departments located in other than retail establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

**Sales**—Sales include merchandise sold for cash or credit at retail and wholesale by establishments primarily engaged in retail trade; amounts received from customers for layaway purchases; receipts from rental or leasing of vehicles, equipment, instruments, tools, etc.; receipts for delivery, installation, maintenance, repair, alteration, storage, and other services; and gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed on to the retailer.

Sales are net after deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales do not include carrying or other credit charges; sales (or other) taxes collected from customers and forwarded to taxing authorities; commissions from vending machine operators; and nonoperating income from such sources as investments, rental or sale of real estate, etc.

Sales in this report do not include retail sales made by manufacturers, wholesalers, service establishments, or other businesses whose primary activity is other than retail trade. They do include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year.

**Payroll entire year**—Payroll includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (e.g., free meals and lodgings), paid during the year to all employees. Tips and gratuities received by employees from patrons and reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for social security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for form 941.

**Payroll first quarter**—This item consists of payroll, as defined above, paid to persons employed at any time during the quarter January to March 1977.

**Paid employees for week including March 12**—Paid employees consist of the full-time and part-time employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1977. Included are employees on paid sick leave, paid holidays, and paid vacations; not included are proprietors and partners of unincorporated businesses. The definition of paid employees is the same as that used on IRS form 941.

**Central administrative offices and auxiliaries**—Each company included in this census was asked to identify and report separately as "central administrative offices" or "auxiliaries" those locations whose primary functions were to manage, administer, service, or support the activities of the other establishments of the company. Data for such central administrative offices and auxiliaries which primarily service retail establishments will be presented in a subsequent report issued as part of the 1977 Enterprise Statistics series of reports.

## KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, major groups 52 through 59 in the 1972 SIC manual, includes establishments engaged in selling merchandise for personal or household consumption and in rendering services incidental to the sale of the goods. Exceptions are necessitated by trade practices. For example, lumber yards and paint, glass, and wallpaper stores are included in retail trade if they sell to the general public, even if a higher proportion of their sales is made to contractors. Establishments engaged in selling products to the general public from displayed merchandise, such as typewriters, stationery, or gasoline, are classified in retail trade even though such products may not be used for personal or household consumption. However, establishments that sell exclusively to business establishments, institutional and industrial users, or contractors are classified in wholesale trade.

Other important characteristics of retail trade establishments are that they are usually fixed places of business; they are engaged in activities to attract the general public to buy; they buy or receive as well as sell merchandise; they may process their products, although processing is incidental or subordinate to selling; and they are considered as retail in the trade. Not all of these characteristics need be present and some are modified by trade practice.

Establishments covered by the census were assigned kind-of-business classifications in accordance with the industry classifications defined in the 1972 SIC manual. When a more detailed classification was needed than that defined in the SIC manual, more kinds of business were identified within an SIC. In general, retail establishments were classified according to the principal lines of commodities sold (groceries, hardware, etc.), or the usual trade designation (drug store, cigar store, etc.).

Kind-of-business classifications are not interchangeable with commodity classifications; most businesses sell several kinds of commodities. The kind-of-business code generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts, or some mixture of commodities which characterizes the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food stores" classification excluded stores selling food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities, or "merchandise lines," are characteristic of different kinds of business is given in the 1977 Census of Retail Trade report, Merchandise Line Sales.)

The basis for the kind-of-business classifications has been described (see Method of classifying kinds of business above). Descriptions of the major kind-of-business classifications used in the Major Retail Centers series of reports follow. All the kind-of-business classifications in the retail major categories are described in appendix A of the 1977 Census of Retail Trade Geographic Area series of reports (RC77-A).

### Building Materials, Hardware, Garden Supply, and Mobile Home Dealers (SIC Major Group 52)

This major group includes retail establishments primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; nursery stock; lawn and garden supplies; and mobile homes. It includes lumber and other building materials dealers and paint, glass, and wallpaper stores selling to the general public, even if sales to contractors account for a larger proportion of total sales; these establishments are known as "retail" in the trade. Establishments primarily selling these products but not selling to the general public are classified in wholesale trade.

**Hardware stores (SIC 525)**—Establishments primarily selling a number of basic hardware lines such as tools, builders' hardware, paint and glass, housewares and household appliances, cutlery, and roofing materials, no one of which accounts for 50 percent or more of the sales of the establishments.

## General Merchandise Group Stores (SIC Major Group 53)

This major group includes retail stores which sell a number of lines of merchandise, such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food. The stores included in this group are known as department stores, variety stores, general merchandise stores, general stores, etc. Establishments primarily engaged in selling used general merchandise are classified in SIC 593, and those selling general merchandise by mail, vending machine, or direct selling are classified in SIC 596.

**Department stores (SIC 531)**—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, and radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

To qualify as a department store, sales of each of the lines listed above must be less than 80 percent of total sales. An establishment with total sales of $10 million or more is classified as a department store even if sales of one of the merchandise lines listed above exceed the maximum percent of total sales, provided that the combined sales of the other two groups are $1 million or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

**Variety stores (SIC 533)**—Establishments primarily engaged in the retail sale of a variety of merchandise in the low and popular price ranges. Sales usually are made on a cash-and-carry basis with the open selling method of display and customer selection of merchandise. These stores generally do not carry a complete line of merchandise, are not departmentalized, do not carry their own charge service, and do not deliver merchandise.

**Miscellaneous general merchandise stores (SIC 539)**—Establishments primarily engaged in the retail sale of a general line of apparel, dry goods, hardware, homewares or home furnishings, groceries, and other lines in limited amounts. Stores selling commodities covered in the definition for department stores but normally having less than 25 employees, and stores usually known as country general stores are included here. Also included are most catalog showrooms and establishments whose sales of apparel or furniture and home furnishings exceed half of their total sales, providing that sales of the smaller of the two lines in combination with dry goods and household linens account for 20 percent or more of total sales.

## Food Stores (SIC Major Group 54)

This major group includes retail stores primarily engaged in selling food for home preparation and consumption. Establishments primarily engaged in selling prepared foods and drinks for consumption on the premises are classified in major group 58, and stores primarily engaged in selling packaged beers and liquors are classified in SIC 5921.

**Grocery stores (SIC 541)**—Establishments primarily selling (1) a wide variety of canned or frozen foods such as vegetables, fruits, and soups; (2) packaged or bulk dry groceries, such as tea, coffee, cocoa, dried fruits, spices, sugar, flour, and crackers; and (3) other processed foods and nonedible grocery items. These establishments often also sell smoked and prepared meats, fresh fish and poultry, fresh vegetables and fruits, and fresh or frozen meats. Establishments commonly known as supermarkets, food stores, and delicatessens are included if receipts from sales of groceries and food items for off-premise preparation and consumption are 50 percent or more of total sales.

## Automotive Dealers and Gasoline Service Stations (SIC Major Group 55)

This major group includes retail dealers selling new and used automobiles, boats, recreational and utility trailers, and motorcycles; dealers selling new automobile parts and accessories; and gasoline service stations selling gasoline and lubricating oils. It includes establishments dealing exclusively in used automobiles, but not establishments dealing exclusively in used parts (SIC 5931). Also included are automobile repair shops maintained by establishments engaged in the sale of new automobiles. Automotive distributors, the greater part of whose sales are to dealers or to institutional or industrial users, are classified in wholesale trade.

**Gasoline service stations (SIC 554)**—Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from the sale of gasoline and automotive lubricants are included.

## Apparel and Accessory Stores (SIC Major Group 56)

Establishments in this major group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included are establishments which meet the criteria for "Department stores" (SIC 5311) or "Miscellaneous general merchandise stores" (SIC 5399) even though most of their receipts are from the sale of apparel and apparel accessories.

**Men's and boys' clothing and furnishings stores (SIC 561)**—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel.

**Women's ready-to-wear stores (SIC 562)**—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, (2) sales of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, skirts, slacks, coats, suits, and furs are two or more times greater than the sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

**Women's clothing and specialty stores and furriers (SIC 562, 563, and 568)**—Establishments primarily selling a specialized line of women's and girls' apparel, such as sportswear, beachwear, blouses, hosiery, hats, foundation garments, lingerie, negligees, robes, and fur coats and other fur apparel.

**Family clothing stores (SIC 565)**—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category if (1) sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' apparel items, and (3) sales of men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

**Shoe stores (SIC 566)**—Establishments primarily selling shoes and other footwear. Accessories are frequently sold. Included are men's shoe stores, women's shoe stores, family shoe stores, and children's and juveniles' shoe stores.

**Other apparel and accessory stores (SIC 564 and 569)**—Establishments primarily engaged in the retail sale of specialized lines of apparel and accessories not elsewhere classified, such as uniforms, bathing suits, raincoats, riding apparel, sports apparel, umbrellas, wigs, and toupees. This classification also includes children's and infants' wear stores.

## Furniture, Home Furnishings, and Equipment Stores (SIC Major Group 57)

This major group includes retail stores selling goods used for furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware, domestic stoves, refrigerators, and other household electrical and gas appliances. Establishments selling electrical and gas appliances are included in this group only if the major part of their sales consists of articles for home use. Dealers primarily engaged in selling antique and secondhand furniture are classified in SIC 593. Stores primarily engaged in selling merchandise but also providing an interior decorating service are classified according to the merchandise handled. Interior designers primarily engaged in advising clients on the selection of interior decorations are classified in SIC 7399.

**Furniture stores (SIC 5712)**—Establishments primarily selling household furniture, beds, mattresses, springs, and other sleep equipment. Also included in this classification are establishments selling household appliances, phonographs, radios, television sets, and floor coverings provided the receipts from sales of furniture and sleep equipment exceed those from sales of other merchandise.

**Home furnishings stores (SIC 5713, 5714, and 5719)**—Establishments primarily engaged in the retail sale of home furnishings, such as china, glassware, and metalware for kitchen and table use, bedding and linen, brooms, brushes, lamps and shades, mirrors and pictures, venetian blinds, window shades, floor coverings and related products, draperies, curtains, slipcovers, and upholstery material.

**Household appliance, radio, television, and music stores (SIC 572 and 573)**—Comprise the following industries:

*Household appliance stores (SIC 572)*—Establishments primarily engaged in the retail sale of electric and gas refrigerators, stoves, and other household appliances such as electric irons, percolators, hot plates, and vacuum cleaners. Many such stores also sell radios and television sets.

*Radio and television stores (SIC 5732)*—Establishments primarily engaged in the retail sale and installation of radios, television sets, record players, high fidelity (hi-fi), and sound reproducing equipment. Such establishments also may sell additional lines such as household appliances, musical instruments, or records. Radio and television repair shops are classified in SIC 7622.

*Record shops (SIC 5733 pt.)*—Establishments primarily selling phonograph records and albums. Related merchandise also frequently is sold in these stores.

*Musical instrument stores (SIC 5733 pt.)*—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies also may be sold in these stores.

## Eating and Drinking Places (SIC Major Group 58)

This major group includes retail establishments selling prepared food and drinks for consumption on the premises; it also includes lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants, lunch counters, and drinking places operated as a subordinate service facility by other establishments are not included in this industry unless they are operated as leased departments by outside operators. Thus, restaurants and coffee shops operated by hotels are classified in major group 70 and those operated by department stores are classified in major group 53.

**Eating places (SIC 5812)**—Includes retail establishments which sell prepared foods and beverages for consumption on or near

the premises. Included are restaurants and lunchrooms, social caterers, cafeterias, refreshment places, contract feeding locations, and ice cream and frozen custard stands.

**Drinking places (alcoholic beverages) (SIC 5813)**—Establishments primarily engaged in the retail sale of drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. The sale of food frequently accounts for a substantial portion of the receipts of these establishments.

## Miscellaneous Retail Stores (SIC Major Group 59)

This major group includes retail establishments not elsewhere classified. These establishments fall into the following categories: Drug stores, liquor stores, used merchandise stores, miscellaneous shopping goods stores, nonstore retailers, fuel and ice dealers, florists, cigar stores and stands, news dealers and newsstands, and miscellaneous retail stores not elsewhere classified.

**Drug and proprietary stores (SIC 591)**—Drug stores are establishments engaged in the retail sale of prescription drugs and patent medicines. They may carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may operate a soda fountain or lunch counter. These stores are classified on the basis of their usual trade designation rather than on a strict interpretation of commodities handled.

Proprietary stores are establishments generally selling the same merchandise as drug stores, except that prescriptions are not filled and sold.

**Liquor stores (SIC 592)**—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

**Miscellaneous shopping goods stores (SIC 594)**—Comprises the following industries:

*General line sporting goods stores (SIC 5941 pt.)*—Establishments primarily selling a general line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and other sports; and gymnasium and playground equipment.

*Specialty line sporting goods stores (SIC 5941 pt.)*—Establishments specializing in a maximum of four lines of sporting goods and equipment such as guns, bicycles, skiing, golfing, bowling, and billiards equipment. (In the 1972 census, specialty sporting goods stores were defined as establishments specializing in only one line of sporting goods.)

*Book stores (SIC 5942)*—Establishments primarily selling new books and periodicals. Stationery and related items may also be sold. Book clubs (not engaged in publishing) primarily selling new books through the mail are included in "mail order houses" (SIC 5961).

*Stationery stores (SIC 5943)*—Establishments primarily engaged in the retail sale of stationery such as paper and paper products (including printing and engraving), post cards, novelties, and school and office supplies. Stores specializing in the sale of artists' supplies are classified in SIC 5999.

*Jewelry stores (SIC 5944)*—Establishments primarily engaged in the retail sale of any combination of the lines of jewelry, such as diamonds and other precious stones; rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks. Stores primarily engaged in watch and jewelry repair are classified in SIC 7631.

*Hobby, toy, and game shops (SIC 5945)*—Establishments primarily engaged in the retail sale of toys, games, and hobby kits and supplies. Establishments primarily engaged in selling artists' supplies or collectors' items, such as coins, stamps, and autographs, are classified in SIC 5999.

*Camera and photographic supply stores (SIC 5946)*—Establishments primarily engaged in the retail sale of cameras, film, and other photographic supplies and equipment. Establishments primarily engaged in finishing films are classified in SIC 7395.

*Gift, novelty, and souvenir shops (SIC 5947)*—Establishments primarily engaged in the retail sale of combined lines of gifts and novelty merchandise, souvenirs, and miscellaneous small art goods such as greeting cards and holiday decorations.

*Luggage and leather goods stores (SIC 5948)*—Establishments primarily engaged in the retail sale of luggage, trunks, and leather goods.

*Sewing, needlework, and piece goods stores (SIC 5949)*—Establishments primarily engaged in the retail sale of sewing supplies, fabrics, patterns, and other needlework accessories.

**Florists (SIC 5992)**—Establishments primarily engaged in the retail sale of cut flowers and growing plants. Stores primarily engaged in selling seeds, bulbs, and nursery stock are classified in SIC 5261, and greenhouses and nurseries primarily engaged in growing, in SIC 0181.

**Nonstore retailers (SIC 596)**—The establishments primarily engaged in these activities are not included in the Major Retail Centers series of reports, but are included in all other 1977 Census of Retail Trade publications. Included in this classification are mail order houses, automatic merchandising machine operators, and direct selling (house-to-house) establishments. (Data presented for direct selling establishments are limited to establishments with payroll.)

In this census, the sales made at catalog order desks in retail stores were tabulated as part of the stores' sales rather than as part of the sales of the mail order house. This conforms with the treatment of catalog desks in the 1972 censuses.

# APPENDIX B. General Questions

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

## 1977 CENSUS OF DISTRIBUTIVE TRADES (RETAIL)

*Important* – PLEASE READ ALL ACCOMPANYING INSTRUCTIONS

**NOTICE** – Response to this inquiry is required by law (title 13, U.S. Code). By the same law, your report to the Census Bureau is confidential. It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

In correspondence pertaining to this report, please refer to this Census File Number

Employer Identification Number

Please complete this form and RETURN TO: BUREAU OF THE CENSUS, 1201 East Tenth Street, Jeffersonville, Indiana 47132

Census use only

| Unit No. | Item code | Unit No. | Item code | Unit No. | Item code |
|---|---|---|---|---|---|
| | | | | | |
| | | | | | |
| | | | | | |

*Please correct errors in name, address and ZIP code. ENTER street and number if not shown.*

**Item 1 – PHYSICAL LOCATION OF ESTABLISHMENT** – In order to assign this establishment to the correct geographic area, the Bureau of the Census must know the actual location **which may differ from the mailing address.** *Complete items a through g.*

a. Address number and street name of physical location – *If not known, enter building name, shopping center name, or other physical location description. Do not enter P.O. box or rural route.*

***Mark (X) for a, b, c, and d if same as mailing label; if different show corrections.***

Same as mailing label ☐ OR ▶

b. Name of city, town, village, borough, etc. of physical location

Same as mailing label ☐ OR ▶

c. State — Same as mailing label ☐ OR ▶

d. ZIP code — Same as mailing label ☐ OR ▶

e. Type of municipality indicated in 1b (*Mark (X) one*)
1 ☐ City 2 ☐ Town 3 ☐ Village 4 ☐ Borough 5 ☐ Township 6 ☐ Unincorporated 7 ☐ Other – *Specify* _____ 8 ☐ Don't know

f. **Is this establishment located inside the legal boundaries of the city, town, village, etc., indicated in 1b?**
1 ☐ Yes 2 ☐ No 3 ☐ No legal boundaries 4 ☐ Don't know

**NOTE** – The area served by a post office generally does not coincide with the legal boundaries of the municipality from which the post office takes its name.

g. Name of county (Louisiana parish) of physical location

**Item 2 – EMPLOYER IDENTIFICATION NUMBER**

**Is the Employer Identification (EI) Number printed in the upper right of the address box the SAME as that used for this establishment on its latest 1977 Employer's Quarterly Federal Tax Return, Treasury Form 941?**

☐ YES

☐ NO – *Enter current EI number* ▶ (9 digits) ☐☐–☐☐☐☐☐☐☐

**Item 3 – OPERATIONAL STATUS**

a. Mark (X) the **ONE** box which best describes this establishment at the end of 1977.

001
1 ☐ In operation
2 ☐ Temporarily or seasonally inactive
3 ☐ Ceased operation – *Give date* ▶
4 ☐ Sold or leased to another operator – *Give date AND name, etc.* ▶

*Figures only*

| Month | Day | Year |
|---|---|---|
| | | |

Name of new owner or operator

Number and street

City | State | ZIP code

b. **How many months during 1977 did this firm or organization actively operate this establishment?** Number of months 002

**Item 4 – ORGANIZATIONAL STATUS**

a. Mark (X) the **ONE** box which best describes this establishment during 1977.

003
1 ☐ Individual proprietorship
2 ☐ Partnership
8 ☐ Cooperative association
5 ☐ Governmental – *Specify* _____
0 ☐ Corporation (other than specified above)
9 ☐ Other – *Specify* _____

b. **Was all or part of the income of this establishment or organization exempt from Federal income taxes under Section 501 or 521 of the Internal Revenue Code?** 004
1 ☐ YES 2 ☐ NO

*Important – Please read*

Dollar figures should be reported as illustrated. Please be careful to enter the figures in the **correct columns.** See example below:

EXAMPLE: If figure is $1,125,628.28 ▶

| | Millions (000) | Thousands (000) | Dollars (000) |
|---|---|---|---|
| • PREFERRED method | 1 | 125 | |
| Acceptable method | 1 | 125 | 628 |

**Item 5 – DOLLAR VOLUME OF BUSINESS IN 1977**

| | | Mil. | Thou. | Dol. |
|---|---|---|---|---|
| a. Sales of merchandise and other operating receipts **EXCLUDING** sales (or other) taxes collected | 010 | | | |
| b. Were sales (or other) taxes collected from customers and forwarded to taxing authorities? | 011 | 1 ☐ YES 2 ☐ NO | | |
| If "YES," report the amount of such taxes (*DO NOT include taxes in 5a above*) | 012 | | | |
| c. **TOTAL SALES** and other operating receipts including sales (or other) taxes (Sum of 5a and 5b above) ▶ | 013 | | | |

**Item 6 – PAYROLL AND EMPLOYMENT**

| | | Mil. | Thou. | Dol. |
|---|---|---|---|---|
| a. **Payroll** (1) Total **ANNUAL** payroll in 1977 before deductions | 030 | | | |
| (2) Payroll for the **FIRST QUARTER** of 1977 | 031 | | | |

b. **Employment** – Number of paid employees for the pay period including the 12th of the month (Include both full- and part-time employees)

| 032 MAR | 033 MAY | 034 AUG | 035 NOV |
|---|---|---|---|
| | | | |

**Item 7 – METHOD OF SELLING** – Mark (X) the **ONE** box which best describes this establishment's **principal** method of selling.

300
1 ☐ Selling at this establishment 2 ☐ Mail order (catalog selling) 3 ☐ House-to-house or telephone (direct selling) 4 ☐ Operating merchandise vending machines

**Item 8 – DEPARTMENT OR CONCESSION LOCATED IN THE ESTABLISHMENT OF ANOTHER FIRM**

302
a. **Is the business at this location conducted as a department or concession (such as a shoe concession in a department store) in an establishment operated by another firm?** ***Mark "YES" If*** ■ Customers normally consider this operation as part of the establishment operated by another firm, or if sales to customers are billed by that establishment. 1 ☐ YES 2 ☐ NO

b. If "YES," enter the name and description (kind of business) of the establishment which is operated by the other firm. | Name of establishment | Kind of business

**Item 9 – DEPARTMENT OR CONCESSION LOCATED IN THIS ESTABLISHMENT**

a. **Were any departments or concessions, NOT OWNED BY THIS FIRM, operated within this establishment during 1977?** (Exclude coin-operated amusement or vending machine space leased to others)
***Mark "YES" If*** ■ Any department operated by another firm is normally considered by customers to be part of this establishment, or if this establishment bills customers for sales of such departments. ■ Any department is operated by a subsidiary firm or the parent firm.

304
1 ☐ YES → Enter number – *List each one in b below*
2 ☐ NO – *SKIP to item 10*

b. List each department or concession. If more space is needed, attach a separate sheet providing the same information required below.

| Line No. | Name of owner or trading name of department or concession (a) | Census use only | Kind of business of department or concession (b) | Estimated sales and receipts (Exclude sales and other taxes) (c) Mil. | Thou. | Dol. | Are sales included in Item 5a? (d) | Is payroll included in Item 6? (e) |
|---|---|---|---|---|---|---|---|---|
| 305 1 | | 306 | | 307 | | | 308 1 ☐ YES 2 ☐ NO | 309 1 ☐ YES 2 ☐ NO |
| 305 2 | | 306 | | 307 | | | 308 1 ☐ YES 2 ☐ NO | 309 1 ☐ YES 2 ☐ NO |
| 305 3 | | 306 | | 307 | | | 308 1 ☐ YES 2 ☐ NO | 309 1 ☐ YES 2 ☐ NO |

**Item 15 – OWNERSHIP OR CONTROL** – Refer to instructions for definitions of ownership and control.

Enter the company name and address (street name and number, city, State, ZIP code) and EI Number. If more space is needed to list companies, attach a separate sheet.

a. **Is this company owned or controlled by another company?** 1 ☐ YES → 2 ☐ NO
Owning or controlling company
EI No. *(9 digits)* ☐☐☐–☐☐☐☐☐☐☐

b. **Does this company own or control any other company or companies?** 1 ☐ YES → 2 ☐ NO
Owned or controlled company
EI No. *(9 digits)* ☐☐☐–☐☐☐☐☐☐☐

**Item 16 – LOCATIONS OF OPERATION**

a. **Were the operations under the EI Number shown in the mailing label (or as corrected in item 2) conducted at more than one location during 1977?** (Including all selling or service locations and any other facilities such as warehouses, administrative offices, etc.)
1 ☐ YES – *Answer (b) and (c)*
2 ☐ NO – *Do not complete (b) and (c) below. Review your report for completeness and accuracy and return.*

Number of locations

b. **At how many separate locations were these operations conducted during 1977?**

c. List each location – including main location. If more space is needed, attach a separate sheet providing the same information required below.

| Census use only | Physical location of each operation *Name, address and ZIP code* (a) | 1977 sales and receipts and annual and 1st quarter payrolls *Totals should equal items 5a and 6a(1) and (2)* (b) | Mil. | Thou. | Dol. | Number of paid employees for the pay period including the 12th of each month *Totals should equal corresponding entries in item 6b* (c) | | Kind of business of each location *Describe* (d) |
|---|---|---|---|---|---|---|---|---|
| 080 | Name | Sales and receipts | 081 | | | 084 MAR | 085 MAY | |
| | Number and street of physical location | Total annual payroll | 082 | | | 086 AUG | 087 NOV | |
| | City / State / ZIP code | 1st quarter payroll | 083 | | | | | 088 Census use only |
| 080 | Name | Sales and receipts | 081 | | | 084 MAR | 085 MAY | |
| | Number and street of physical location | Total annual payroll | 082 | | | 086 AUG | 087 NOV | |
| | City / State / ZIP code | 1st quarter payroll | 083 | | | | | 088 Census use only |
| TOTALS (Sum of entries should equal corresponding entries in items 5a and 6 on page 1) | | Sales and receipts | | | | MAR | MAY | |
| | | Total annual payroll | | | | AUG | NOV | |
| | | 1st quarter payroll | | | | | | |

# APPENDIX C. Kind-of-Business Titles and Reporting-Form Numbers

Listed below are retail kind-of-business titles and their corresponding reporting-form numbers. Requests for copies of any of these forms, including the inquiries used to classify establishments by kind of business, should be directed to the Business Division, Bureau of the Census, Washington, D.C. 20233.

| SIC code | Title | Reporting form CB– |
|---|---|---|
| 52 | **BUILDING MATERIALS, HARDWARE, GARDEN SUPPLY, AND MOBILE HOME DEALERS** | |
| 5211 | Lumber and other building materials dealers | 52A |
| 5231 | Paint, glass, and wallpaper stores | 52B |
| 5251 | Hardware stores | 52B |
| 5261 | Retail nurseries, lawn and garden supply stores | 52B |
| 5271 | Mobile home dealers | 52C |
| 53 | **GENERAL MERCHANDISE GROUP STORES** | |
| 5311 | Department stores | 53A |
| 5331 | Variety stores | 53B |
| 5399 | Miscellaneous general merchandise stores | 53A |
| 54 | **FOOD STORES** | |
| 5411 | Grocery stores | 54 |
| 5422 | Freezer and locker meat provisioners | 54 |
| 5423 PT. | Meat markets | 54 |
| 5423 PT. | Fish (seafood) markets | 54 |
| 5431 | Fruit stores and vegetable markets | 54 |
| 5441 | Candy, nut, and confectionery stores | 54 |
| 5451 | Dairy products stores | 54 |
| 5462 | Retail bakeries–baking and selling | 54 |
| 5463 | Retail bakeries–selling only | 54 |
| 5499 | Miscellaneous food stores | 54 |
| 55 | **AUTOMOTIVE DEALERS AND GASOLINE SERVICE STATIONS** | |
| 5511 PT. | Dealers with domestic car franchise only | 55A |
| 5511 PT. | Dealers with imported car franchise only | 55A |
| 5511 PT. | Dealers with domestic, import car franchises | 55A |
| 5521 | Motor vehicle dealers–used cars only | 55A |
| 5531 PT. | Tire, battery, and accessory dealers | 55B |
| 5531 PT. | Other auto and home supply stores | 55B |
| 5541 | Gasoline service stations | 55D |
| 5551 | Boat dealers | 55C |
| 5561 | Recreational and utility trailer dealers | 55C |
| 5571 | Motorcycle dealers | 55C |
| 5599 | Automotive dealers, n.e.c. | 55C |
| 56 | **APPAREL AND ACCESSORY STORES** | |
| 5611 | Men's and boys' clothing and furnishings stores | 56 |
| 5621 | Women's ready-to-wear stores | 56 |
| 5631 PT. | Millinery stores | 56 |
| 5631 PT. | Corset and lingerie stores | 56 |
| 5631 PT. | Other women's accessory, specialty stores | 56 |
| 5641 | Children's and infants' wear stores | 56 |
| 5651 | Family clothing stores | 56 |
| 5661 PT. | Men's shoe stores | 56 |
| 5661 PT. | Women's shoe stores | 56 |
| 5661 PT. | Children's and juveniles' shoe stores | 56 |
| 5661 PT. | Family shoe stores | 56 |
| 5681 | Furriers and fur shops | 56 |
| 5699 | Miscellaneous apparel and accessory stores | 56 |
| 57 | **FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES** | |
| 5712 | Furniture stores | 57A |
| 5713 | Floor covering stores | 57B |
| 5714 | Drapery, curtain, and upholstery stores | 57B |
| 5719 | Miscellaneous home furnishings stores | 57B |
| 5722 | Household appliance stores | 57A |
| 5732 | Radio and television stores | 57A |
| 5733 PT. | Record shops | 57B |
| 5733 PT. | Musical instrument stores | 57B |
| 58 | **EATING AND DRINKING PLACES** | |
| 5812 PT. | Restaurants and lunchrooms | 58 |
| 5812 PT. | Social caterers | 58 |
| 5812 PT. | Cafeterias | 58 |
| 5812 PT. | Refreshment places | 58 |
| 5812 PT. | Contract feeding | 58 |
| 5812 PT. | Ice cream, frozen custard stands | 58 |
| 5813 | Drinking places (alcoholic beverages) | 58 |

| SIC code | Title | Reporting form CB— |
|---|---|---|
| 59 | **MISCELLANEOUS RETAIL STORES** | |
| 5912 PT. | Drug stores | 59A |
| 5912 PT. | Proprietary stores | 59A |
| 5921 | Liquor stores | 59G |
| 5931 | Used merchandise stores | 59G |
| 5941 PT. | General line sporting goods stores | 59C |
| 5941 PT. | Specialty line sporting goods stores | 59C |
| 5942 | Book stores | 59B |
| 5943 | Stationery stores | 59B |
| 5944 | Jewelry stores | 59D |
| 5945 | Hobby, toy, and game shops | 59B |
| 5946 | Camera and photographic supply stores | 59B |
| 5947 | Gift, novelty, and souvenir shops | 59B |
| 5948 | Luggage and leather goods stores | 59B |
| 5949 | Sewing, needlework, and piece goods stores | 59B |
| 5961 PT. | Department store merchandise—mail order | 53A |
| 5961 PT. | General merchandise, n.e.c.—mail order | 53A |
| 5961 PT. | Other mail-order houses | 53A |
| | **MISCELLANEOUS RETAIL STORES**—Con. | |
| 5962 | Automatic merchandising machine operators | 58 |
| 5963 PT. | Furniture, home furnishings, equipment—direct selling | 57A |
| 5963 PT. | Mobile food service—direct selling | 58 |
| 5963 PT. | Books and stationery—direct selling | 59B |
| 5963 PT. | Other direct selling | 59G |
| 5982 | Fuel and ice dealers, n.e.c. | 59E |
| 5983 | Fuel oil dealers | 59E |
| 5984 | Liquefied petroleum gas (bottled gas) dealers | 59E |
| 5992 | Florists | 59F |
| 5993 | Cigar stores and stands | 59G |
| 5994 | News dealers and newsstands | 59G |
| 5999 PT. | Pet shops | 59G |
| 5999 PT. | Typewriter stores | 59B |
| 5999 PT. | Optical goods stores | 59G |
| 5999 PT. | Other retail stores, n.e.c. | 59G |

# APPENDIX D. Standard Metropolitan Statistical Areas

(Titles and definitions of the SMSA's in the State established by the Department of Commerce, Office of Federal Statistical Policy and Standards, as of December 1977)

BILLINGS SMSA

Coextensive with Yellowstone County, Mont.

GREAT FALLS SMSA

Coextensive with Cascade County, Mont.

# APPENDIX E. Major Retail Centers

BILLINGS, MONT., SMSA

MRC No. 1—Includes the establishments on Central Ave. from 19th St. W. to 25th St. W. and on 24th St. W. from St. John's Ave. to Monad Rd. (Billings) (In tracts 17 and 18)

MRC No. 2—Includes the planned centers known as "West Park Plaza," "Alpine Village Shopping Center," "Big B Shopping Center," and "Evergreen Shopping Center" and establishments on Grand Ave. from 8th St. W. to 19th St. W. and on 16th St. W. from Lewis Ave. to Avenue "D." (Billings) (In tracts 5, 11, and 12)

GREAT FALLS, MONT., SMSA

MRC No. 1—Includes the planned center known as "Holiday Village Shopping Center" bounded by 10th Ave. S., 13th St. S., 13th Ave. S., and 9th St. S. (Great Falls) (In tract 14)

# APPENDIX F. Major Retail Center Delineation by Geographic Areas

[Delineation identification symbols: "CSAC"—Census Statistical Areas Committee, "F"—Bureau of the Census, Field Division, and "N"—no delineation since area had no MRC's in 1977. For definition of each SMSA, see appendix D]

| AREA | MRC DELINEATOR |
|---|---|
| Billings SMSA | CSAC |
| Great Falls SMSA | CSAC |

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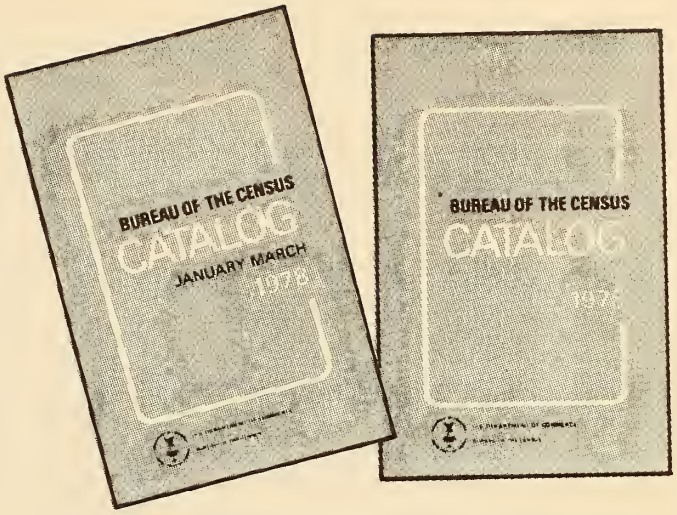
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Advance geographic area data from the 1977 census were issued in press releases. Final detailed statistics are issued in separate paperbound reports. These reports subsequently are assembled and reissued in cloth-bound volumes.

### Final Reports

**Geographic Area series—52 reports (RC77-A-1 to -52)**

A separate paperbound report is being published for each State, the District of Columbia, and the United States. Each report contains general statistics on number of establishments, sales, payroll, employment, and number of proprietorships and partnerships for the State by detailed kinds of business; and for SMSA's, all counties, and cities with 500 retail establishments or more by kind-of-business detail appropriate to the size of the area. For all cities of 2,500 inhabitants or more and for all counties, in addition to the above census data items for total retail trade, statistics are furnished on number of establishments and sales for the 10 major kind-of-business groups. For each State, 1972 and 1977 comparisons show sales per establishment, sales per employee, payroll per employee, and number of employees per establishment as well as percent changes in sales, payroll, and employment between 1972 and 1977. Also published (for 1977 only) are sales per capita and the number of inhabitants per establishment.

**Subject series—2 reports (RC77-S-1 and -2)**

The first report (RC77-S-1) presents data based on size of establishment, size of company or firm (firm size is based on all establishments operated by a firm within the same kind of business, or kind-of-business group, for which data are presented), and legal form of organization. Establishment statistics are presented by sales size and by employment size; statistics for firms, by sales size (including concentration by largest firms), by employment size, and by number of establishments operated (single units and multiunits). Statistics are presented, by kind of business, on the number of establishments, sales, payroll, and employment for the United States.

A miscellaneous subjects report (RC77-S-2) contains data on eating and drinking places, gasoline service stations and liquified petroleum (LP) gas dealers, and other miscellaneous subjects. Data are presented for the United States as a whole and, where feasible, for States and SMSA's.

**Major Retail Center series—49 reports (RC77-C-1 to -49)**

A separate report is being issued for the District of Columbia and each State, except for Vermont and Wyoming which have no SMSA's. Each report presents statistics by varied kind-of-business detail on number, sales, payroll, and employment for retail establishments.

Data are shown for each SMSA in the State, each central city and all other SMSA cities of 50,000 inhabitants or more, each central business district (CBD), and each major retail center (MRC) in the SMSA. Percent change in sales, 1972 to 1977, and percent distribution of 1977 sales are presented by kind of business for CBD's, cities, and SMSA's in areas which have CBD's with 100 or more retail establishments. Maps show the total area covered, define the CBD's, and locate the MRC's in each SMSA.

**Merchandise Line Sales—1 report (RC77-L)**

A single report is being issued for the United States. Data for States, SMSA's, and the area within the State outside of any SMSA are to be issued on microfiche on a State-by-State basis. Tables present data for each kind of business for employer establishments, and show for each merchandise line the number of establishments handling the line and their sales of the line; the percentage of total sales of the kind of business accounted for by each of the lines carried; and, for establishments actually handling a specific line, the percentage of their total sales represented by sales of that line. Summary data are also provided for the 31 broad merchandise lines asked of all retailers, including counts of establishments and the amount and percent of the line sold by various kinds of retail businesses.

### Final Report Volumes

- Volume I. Retail Trade—Summary Statistics. Includes data previously issued in series RC77-S and RC77-L
- Volume II. Retail Trade—Geographic Area Statistics. Includes data previously issued in series RC77-A.
- Volume III. Retail Trade—Major Retail Centers. Includes data previously issued in series RC77-C.

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